

FIG. 1

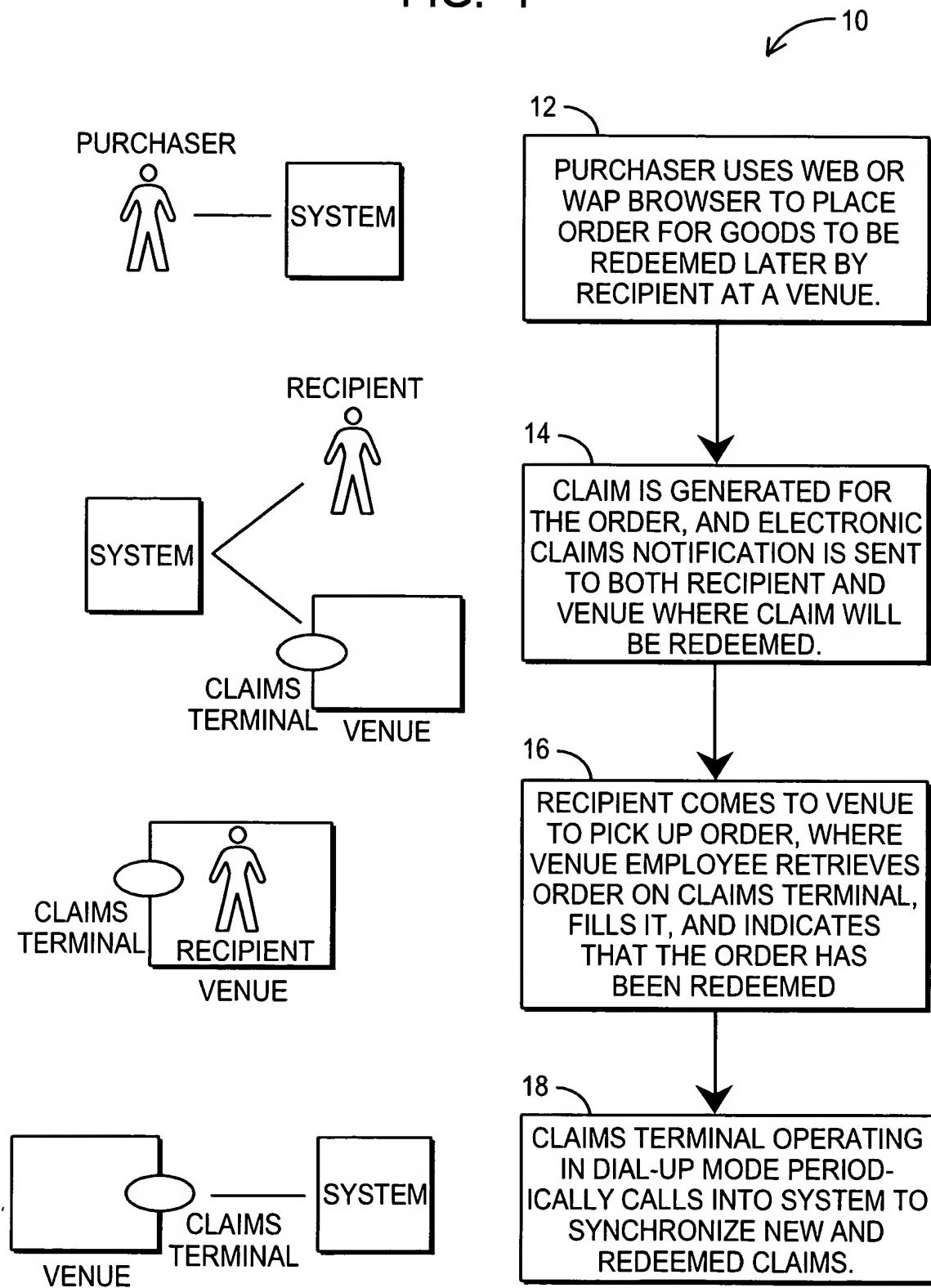
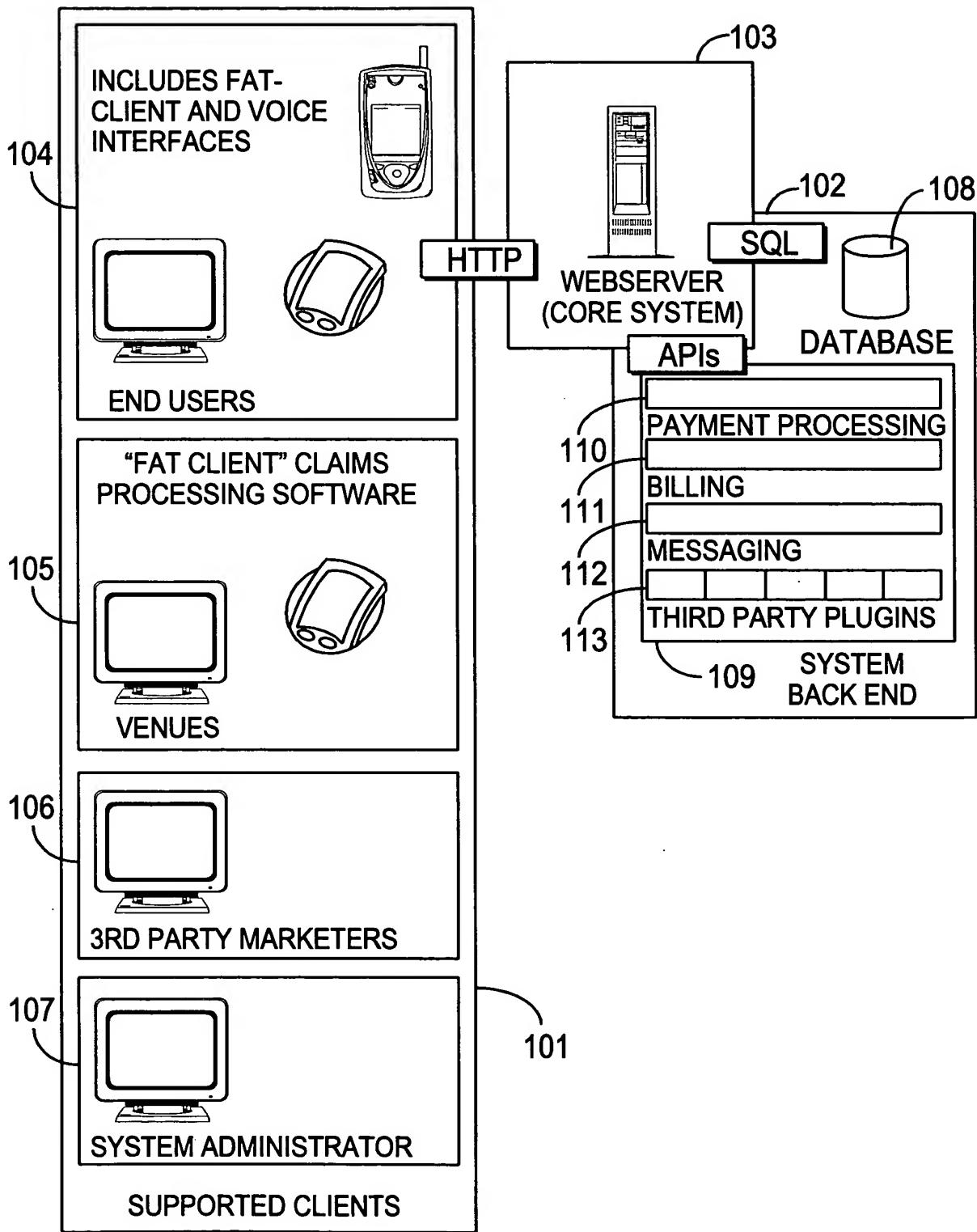


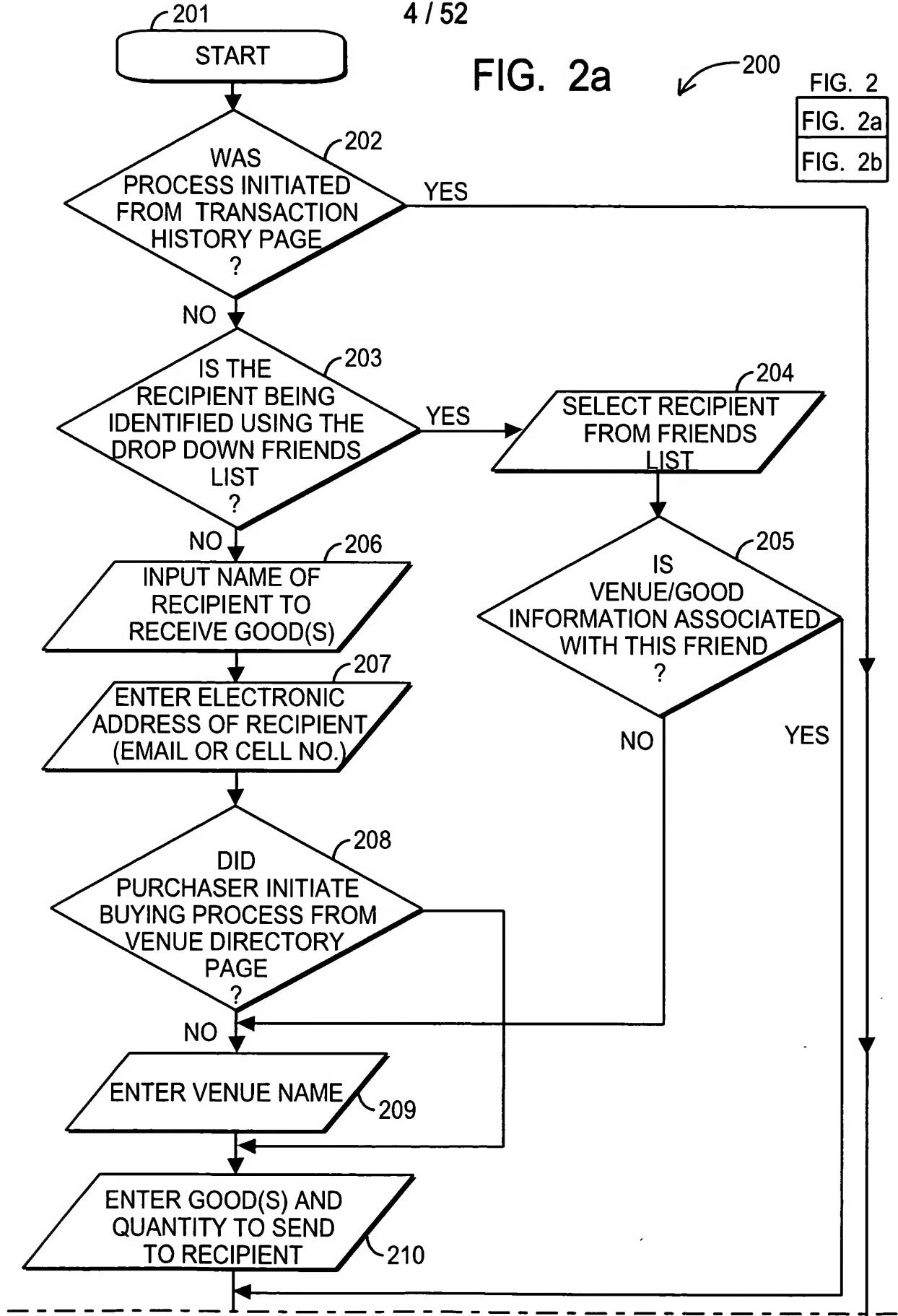
FIG. 1a



Basic System Overview	
Marketing (pre-login)	1 Registration/Login
End-User	2 Friends
Venue Interface	3 Description
Member Interface	4 Account
Third Party Marketeers	5 Account
Campaign Manager Admin	6 Campaign Builder
Accounting Admin	7 Venues
Content Admin - All texts and images	8 Content Admin - All texts and images
User Admin - Access all user accounts.	9 User Admin - Access all user accounts.
Contact Us	10 Partner Admin - Members, Marketers, Venues
Purchases (Shopping Cart)	11 Master - Approval of all flagged items
Venue Tour	Venue Registration
Personal Acct. Settings	Claims
Menu Items	Campaigns
Campaigns	Statistics
Campaigns	View All Campaigns
Balances	Statistics Mining

FIG.
1b

FIG. 2a



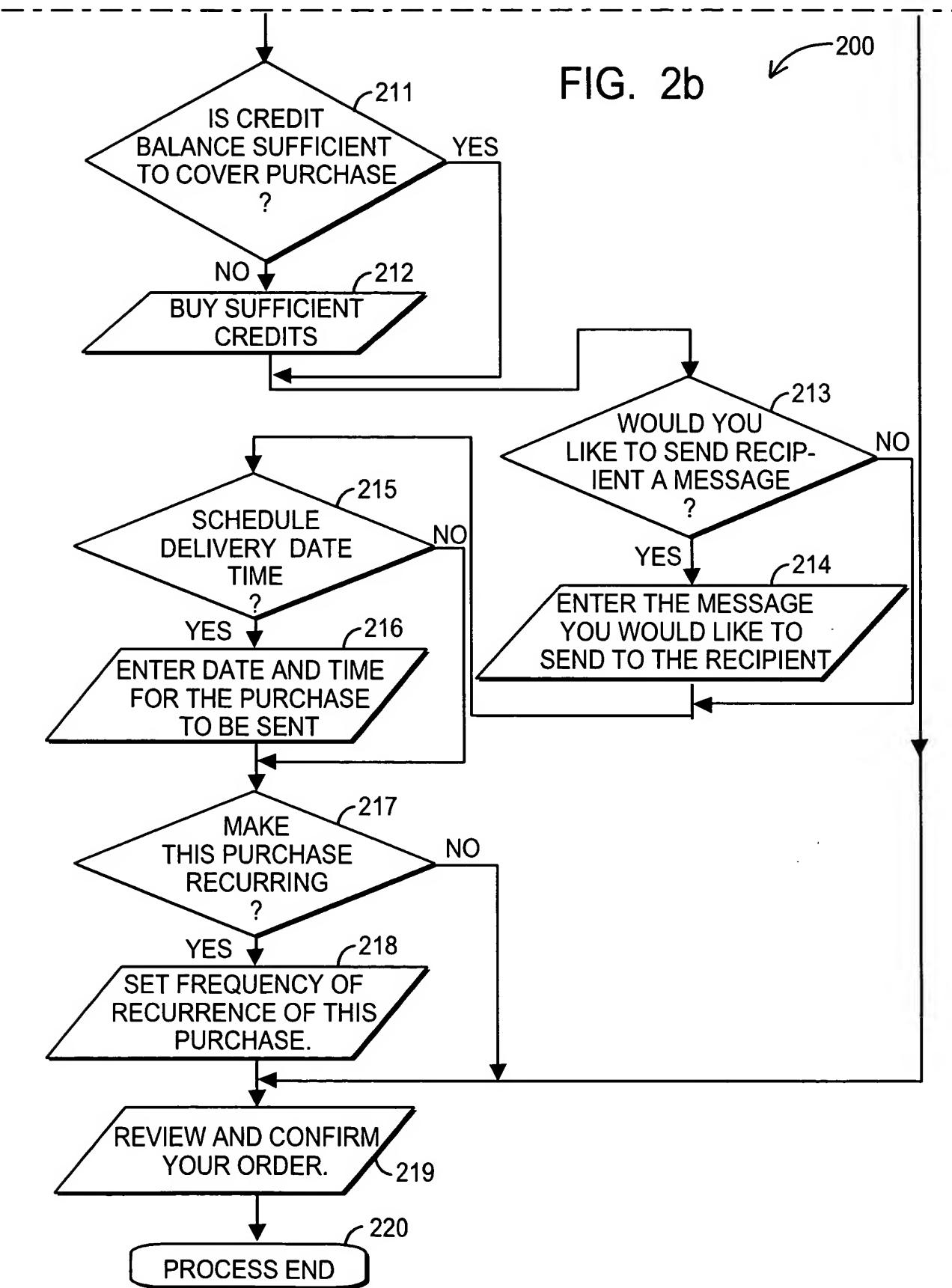


FIG. 3a

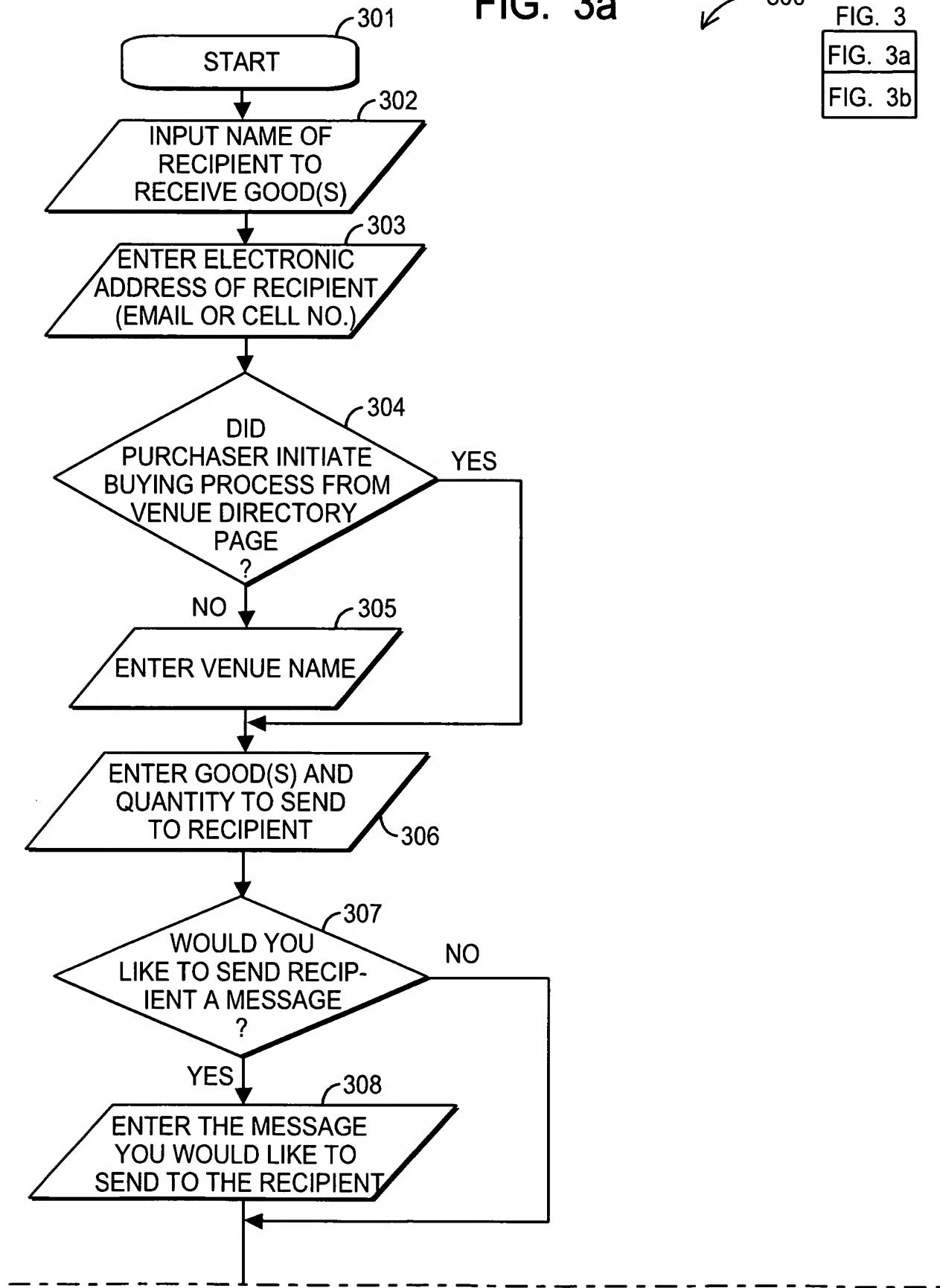


FIG. 3b

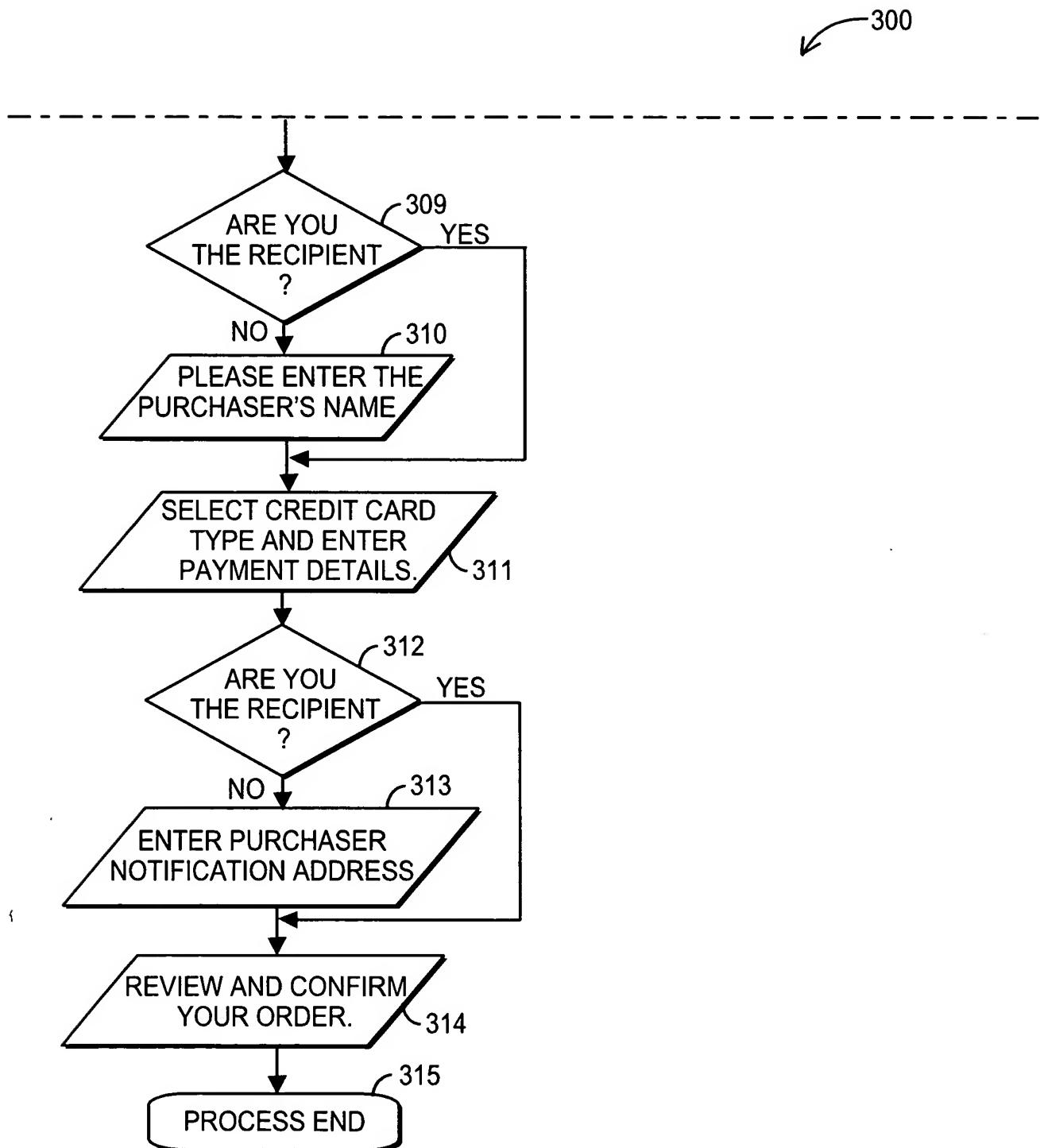


FIG. 4

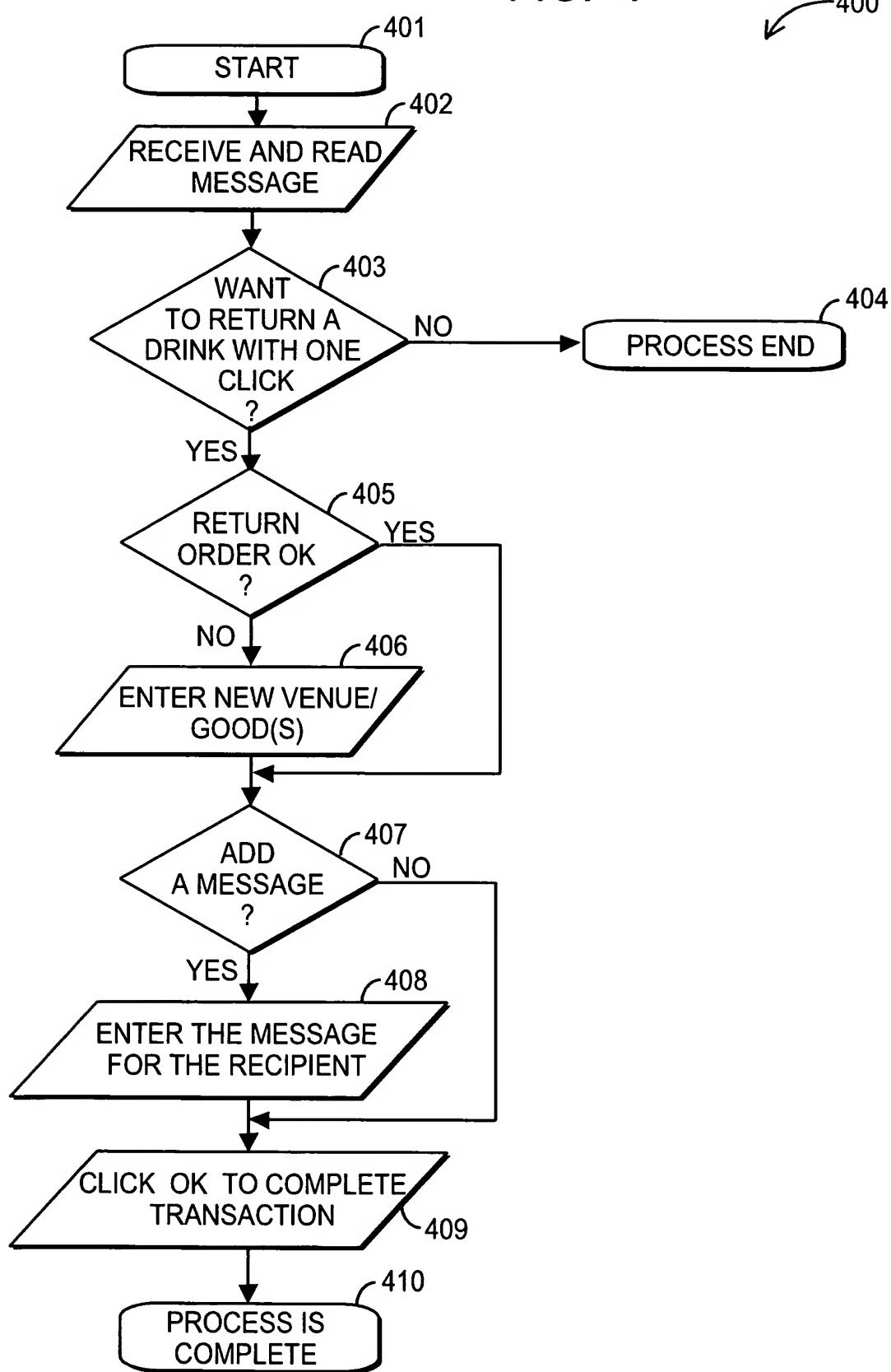


FIG. 5

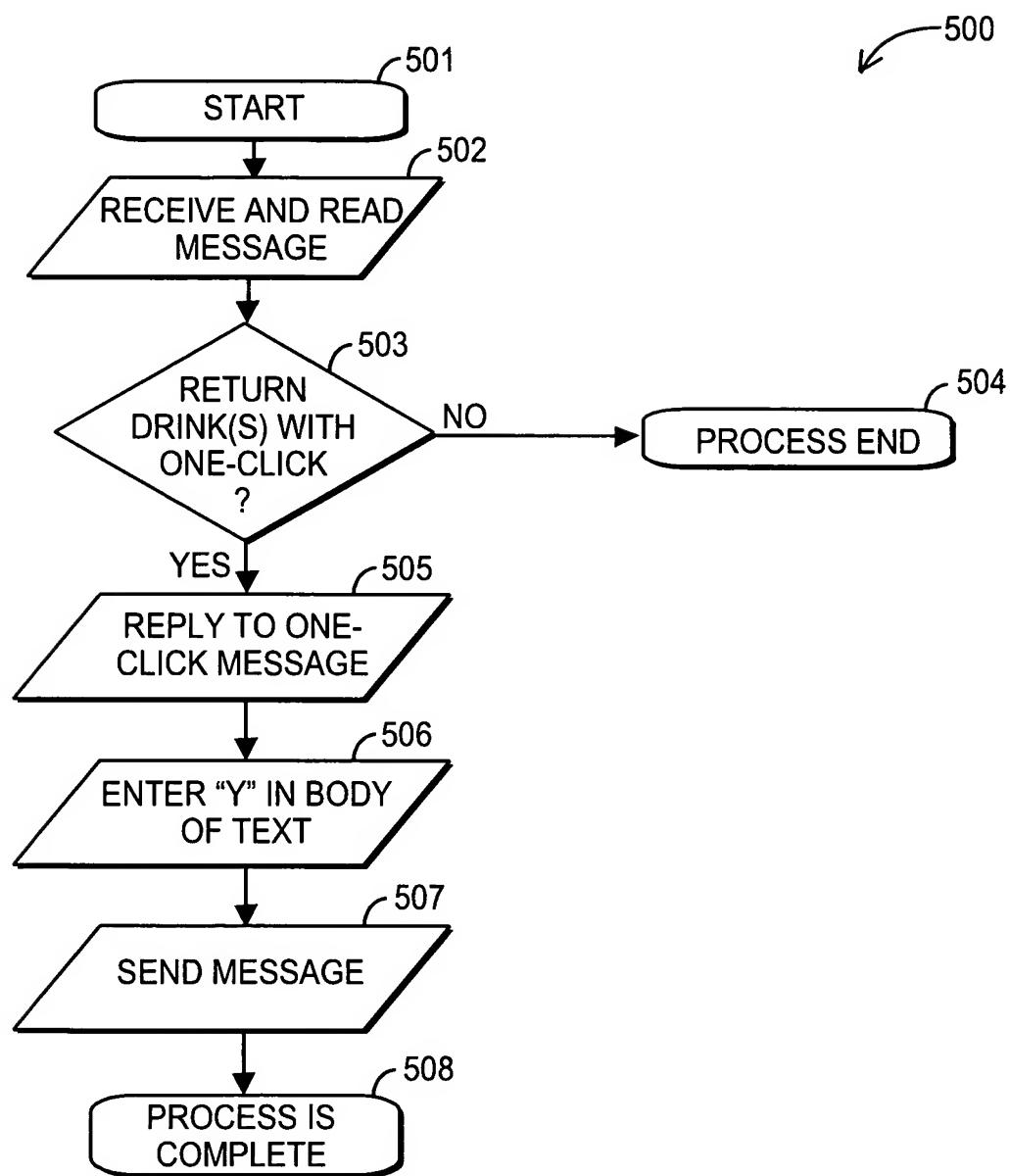


FIG. 6

600
↙

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<p>home logout</p> <p>Account ▶ Venue Directory ▶ Make Purchase ▶ Rewards ▶ Friends ▶ Claims</p>	<p>M A K E P U R C H A S E (optional)</p> <p>Identify recipient</p> <p>Todd Silverstein ▶ Enter recipient's name in box or select from friends list</p> <p>todd@hotmail.com Enter email or mobile number of recipient</p> <p>Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron</p> <p>c://images/f... [Browse]</p> <p>Schedule delivery (optional)</p> <p>2002-12-20 ▶ 18:00 ▶ Enter date and time for delivery</p> <p>Build your order Set venue name</p> <p>blind tiger ale house ▶ Search</p> <p>heineken ▶ 2 ▶ Select goods and quantity</p> <p>days ▶ 7 ▶ Enter recurrence frequency</p> <p>Clear [Review/Confirm]</p> <p>contact: legal privacy</p>
--	--

700 ↘

FIG. 7

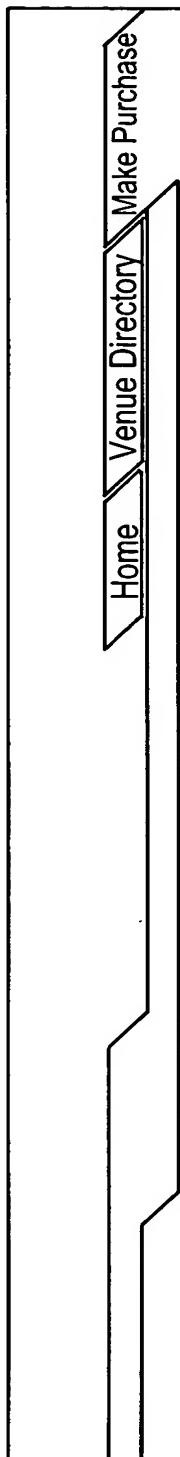
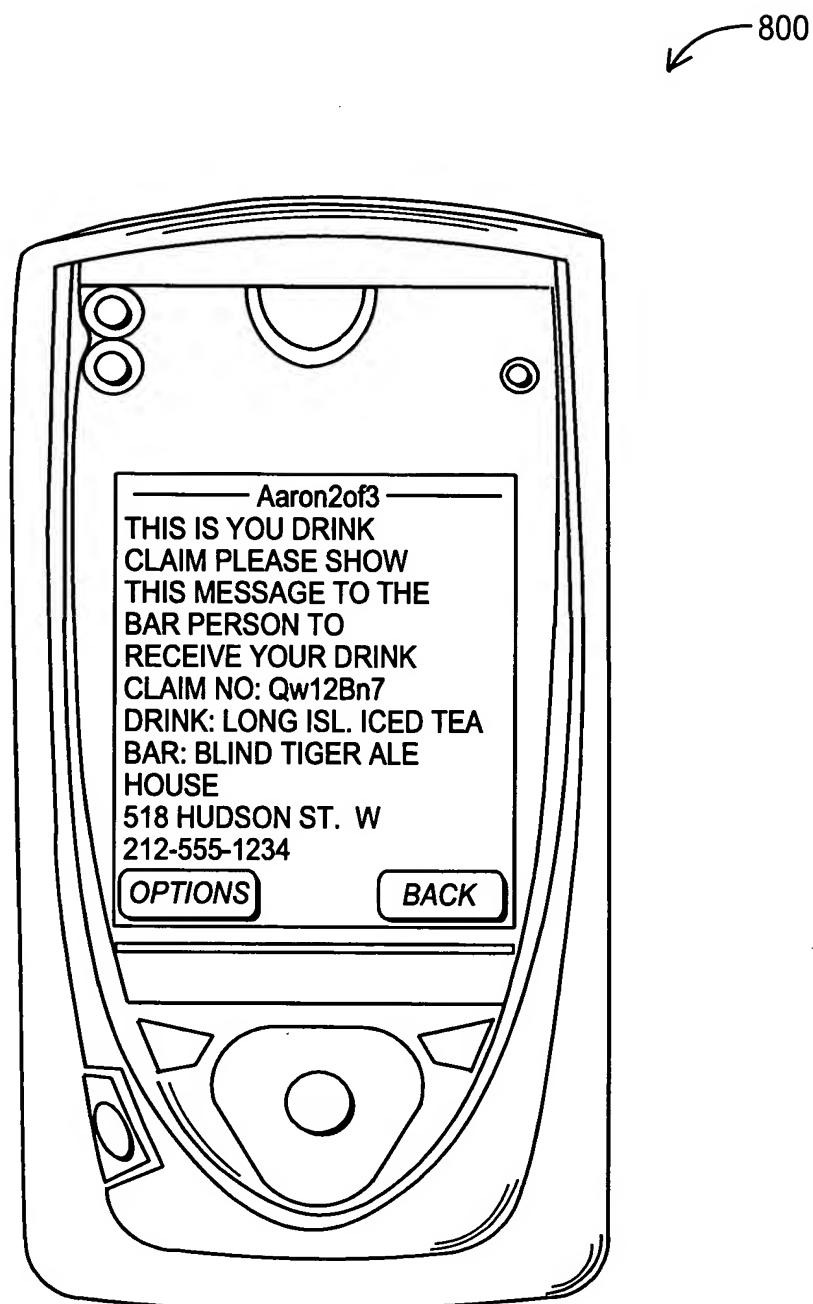
	
home logout	
<h1>MAKE PURCHASE</h1>	
<p>Identify recipient</p> <p><input type="text" value="Todd Silverstein"/> Enter recipient's name in box</p>	
<p>(optional)</p> <p><input type="text" value="Hi Todd! Hope you are well and enjoy the drink! Buy one back! Aaron"/> Enter a message for the recipient or upload a media file</p> <p><input type="text" value="c://images/f..."/> [Browse]</p>	
<p>Select payment details</p> <p><input type="text" value="Aaron Whiteman"/> Name as seen on credit card</p> <p><input type="text" value="542144784715547"/> MC ▶</p> <p><input type="text" value="05/04"/> 05/04</p>	
<p>Enter recipient's e-mail and/or mobile number in box</p> <p><input type="text" value="todd@hotmail.com"/> Enter recipient's e-mail and/or mobile number in box</p>	
<p>Enter venue name to search</p> <p><input type="text" value="blind tiger ale house"/> ▶ <input type="text" value="Search"/> Search</p>	
<p>Build your order</p> <p><input type="text" value="heineken"/> ▶ <input type="text" value="2"/> ▶ Select goods and quantity</p>	
<p>Confirmation details</p> <p><input type="text" value="aaron@hotmail.com"/> Enter confirmation address</p>	
<p><input type="button" value="Clear"/> <input type="button" value="Review/Confirm"/> Review/Confirm</p>	
<p>contact: legal privacy</p>	

FIG. 8



900 ↘

FIG. 9

home logout		Account Venue Directory Claims Marketing Contact Administrator	
<h2>VENUE DIRECTORY INFORMATION</h2>			
<p>Venue information (1 of 2)</p>			
<input type="text" value="Blind Tiger Bar"/>	<input type="text" value="Name"/>	<input type="text" value="Cosy and intimate bar with a good selection of ales and friendly staff"/>	Brief description
<input type="text" value="518 Hudson St.W"/>	<input type="text" value="Address"/>	<input type="text" value="12:00 - 02:00 Daily"/>	Hours of operation
<input type="text" value="212-555-1234"/>	<input type="text" value="Telephone"/>		
<input type="text" value="blind@hotmail.com"/>	<input type="text" value="E-mail"/>		
<input type="text" value="www.blindtiger.com"/>	<input type="text" value="Website URL"/>		
		<input type="button" value="Cancel"/>	<input type="button" value="Continue"/>
contact: legal privacy			

FIG. 10

1000 ↘

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Account	Venue Directory	Claims	Marketing	Contact Administrator
home logout				
<h2>VENUE DIRECTORY INFORMATION</h2>				
Venue information (2 of 2)				
club	Venue Category	Events schedule		
uncool	Information	happy hour	18:00 - 20:00	beer ½ price
Karaoke	►	live bands	21:00 - 00:00	daily
reviews	►	ladies night	18:00 - 20:00	every Tues.
Free				
21 +				
Admissions/other policies				
Goods/Pricing schedule				
heineken bottle	\$5			
budweiser bottle	\$4.50			
carlsberg bottle	\$6			
john smiths	\$3.95			
 Back Add good(s) Add event Save				
contact: legal privacy				

FIG. 11

1100
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<p>Account</p> <p>Venue Directory</p> <p>Make Purchase</p> <p>Rewards</p> <p>Friends</p> <p>Claims</p>	<p>home logout</p>	<p>FIND A VENUE</p> <p>Quick search <input type="text"/></p> <p>Advanced search</p> <p><input type="text"/> new york</p> <p><input type="text"/> live music</p> <p><input type="text"/> happy hour</p> <p><input type="text"/> heineken</p> <p>Venue location* <input type="text"/> <small>required</small></p> <p>Venue category <input type="text"/> <small>required</small></p> <p>Specials and events <input type="text"/> <small>required</small></p> <p>Free text <input type="text"/></p>	<p>name, address ▶ Views</p> <p>3 of 3 results found</p> <table border="1"><tr><td>Blind Tiger Ale House 518 Hudson St.,(W 10th St.) NYC 212-555-1234</td><td><u>details</u></td></tr><tr><td>Charlie's Bar 179 West 13th, NYC 212-556-1256</td><td><u>details</u></td></tr><tr><td>Divina bar and restaurant 36 East 22nd, NYC 212-227-1245</td><td><u>details</u></td></tr></table> <p><input type="button" value="Search"/></p> <p>contact: legal privacy</p>	Blind Tiger Ale House 518 Hudson St.,(W 10th St.) NYC 212-555-1234	<u>details</u>	Charlie's Bar 179 West 13th, NYC 212-556-1256	<u>details</u>	Divina bar and restaurant 36 East 22nd, NYC 212-227-1245	<u>details</u>
Blind Tiger Ale House 518 Hudson St.,(W 10th St.) NYC 212-555-1234	<u>details</u>								
Charlie's Bar 179 West 13th, NYC 212-556-1256	<u>details</u>								
Divina bar and restaurant 36 East 22nd, NYC 212-227-1245	<u>details</u>								

FIG. 12

1200 ↘

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home|logout

Promotions | Create new promotion | Data Mining
Push Campaign | Reward

Marketing System Management > User Management > Account > System Setup

CREATE SURVEY

survey ▶ Create

General information

Christmas Drinks Survey title
 20 Number of prizes (optional)

2002-12-01 Survey start date
2002-01-01 Survey close date

10 [per question] ▶ Reward points
(optional)
 c://images/f... Browse Sponsor logo

Target profile (optional)

Xmas M,21-23, USA, Beer Edit
 Clear Continue

contact: legal | privacy

FIG. 13

1300 ↘

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CREATE SURVEY QUESTIONS

Current survey questions

- How much money will you spend on going out this Christmas?
- Will you be spending Christmas away this year?
- Do you think you will buy alcohol as any presents this year?
- What is your favorite drink during the Christmas period?
- Do you stock up alcohol for the holiday period?
- How many people will you celebrate Christmas day with?
- Do you make any traditional drinks during the holidays?
- Is Christmas a religious event for you?
- What would be your dream Christmas present?
- Which date do you celebrate Christmas?

Adding question 11

Question label

Question text

Encoding type

How many items in the list?

Encoding 1
 Encoding 2

contact: legal | privacy

home|logout

Account System Setup User Management Marketing System Management

Promotions | Create new promotion | Data Mining Push Campaign | Reward

FIG. 14

1400
↙

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home	logout	Account	System Setup	User Management	Marketing	System Management
<hr/>						
Promotions Create new promotion Data Mining						
Push Campaign Reward						
<hr/>						
P R E V E W (as seen by user)						
Dear Todd,						
Many thanks for taking the time to complete this survey. Upon completion of the questions and submission, we will credit your account with 20 credits which you may use on future purchases.						
Many thanks!						
<hr/>						
1.	How many drinks do you consume a week?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	Where will you spend your Christmas vacation?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	How much do you spend on drinks a week?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4.	What time do you normally go out?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5.	What drink is your favorite drink?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6.	Do you want additional information from us?	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<hr/>						
Back						
<hr/>						
contact: legal privacy						

1500
→

FIG. 15

home	logout	Account	Marketing	Contact Administrator
		Promotional	Create new promotion	
		Push campaign	Reward	
CREATE REWARD				
SirDrinkalot	Program name (internal)	2002-12-01	Reward posting date	
Winter special	Reward name	2002-12-31	Reward close date	
Get your handcrafted glogg glass!!	Reward description	club	Category class	
c://photo/glog	Browse	Reward picture	brewery	Company class
Beer trading Inc.		Reward offered by	28	Points required to redeem the reward
C://images/0..	Browse	Reward offered by logo	Credit user/Debit 3	Service choice
			<input type="button" value="Clear"/>	<input type="button" value="Save"/>
contact: legal privacy				

FIG. 16

1600 ↘

20 / 52

home logout	Account Marketing Contact Administrator	Promotional Create new promotion Push campaign Reward
<h2>CREATE PUSH CAMPAIGN</h2>		
Sir Drinkalot	Campaign name (internal)	message ▶ Campaign category
drinks male, 35-40, USA	Edit	welcome to the new drinks campaign from c://images/o.. Browse
Estimate cost	Estimate cost of campaign	Set return address ▶ Campaign result will be processed as: url or info included in message body
\$25,000	Set campaign cap	Sir@drinksalot.com Email/URL
2002-12-01	Set delivery date	
one time	Set frequency	
HTML e-mail	Campaign type	
		<input type="button" value="Cancel"/> <input type="button" value="Clear"/> <input type="button" value="Preview"/> <input type="button" value="Save"/> contact: legal privacy

FIG. 17

1700
↓

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home logout

Marketing Contact Administrator Promotional | Create new promotion Push campaign | Reward

BUDGET TARGET PROFILE

Estimated record matches: 14,909
Number of parameters chosen: 1
Estimated campaign cost: \$14,909

Profile	designer brands	<	>
	- sunglasses		
	- oakley		
	- police		
	- adidas		
	- rayban		
	- nike		
	- gucci		
	- mad dog		
	- polaroid		

Add>> <<Remove

Select Variables	>
designer brands	<
- sunglasses	
- footwear	
- watches	
- clothes	
- surfwear	
- personal media	
age	
-20 - 30	
-31 - 40	
gender	
- female	
- male	
country	
- sweden	

Cancel Clear Save contact: legal | privacy

FIG. 17a

1710

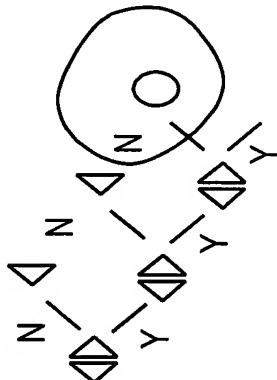
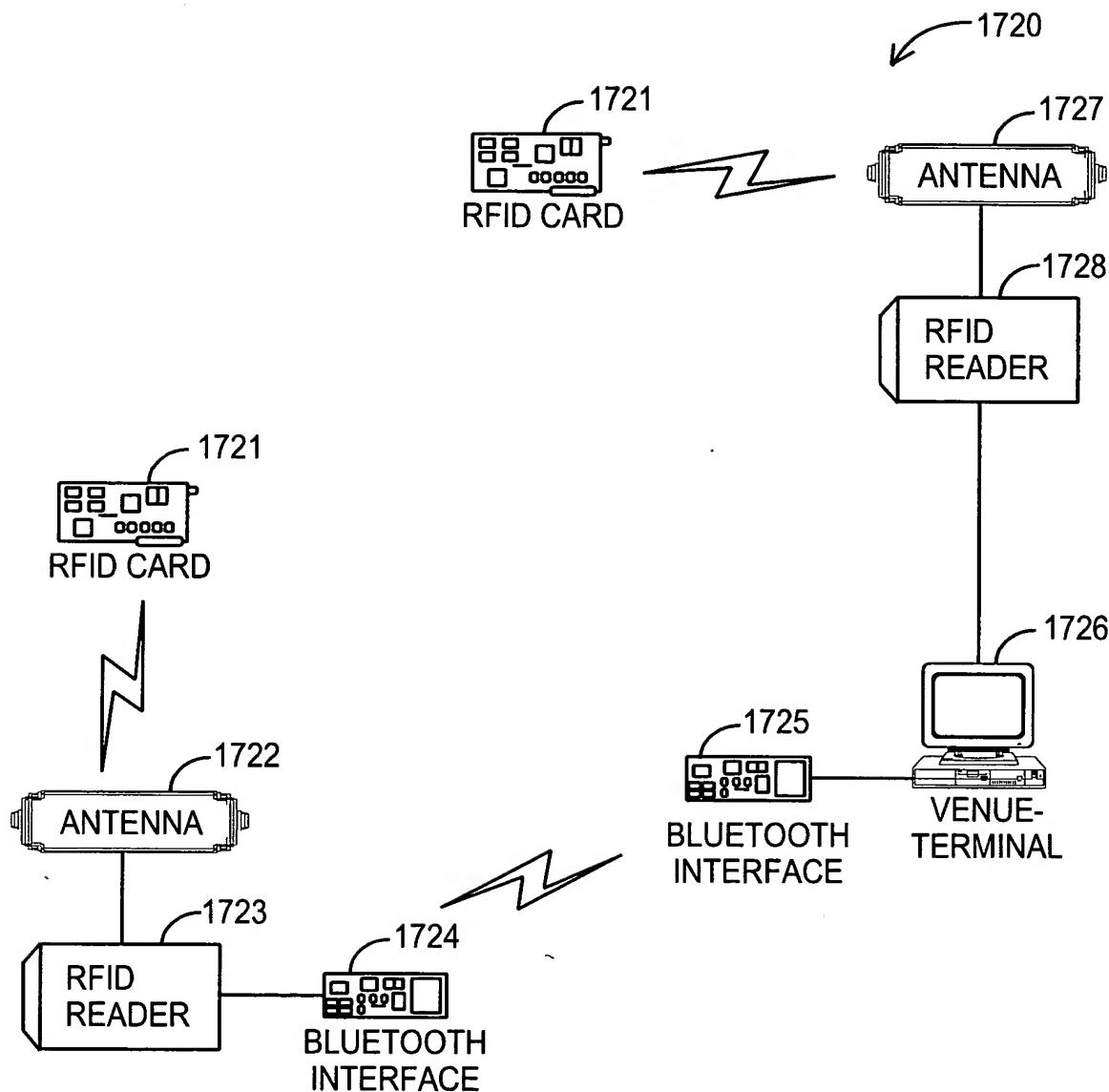
CAMPAIN NAME: GUAVA	
WHO	<input type="radio"/> WHAT <input type="radio"/> MISSING <input type="radio"/> 1WAY <input type="radio"/> 2WAY <input type="radio"/> ENCODED USE DURING REDEEM AT INTERNAL: PROFILE CONSTRUCTION WHAT BROADCAST BROADCAST FORM PURCHASE VENUE TARGET PROFILE: NEW YORK RESIDENT FEMALE SEX ADDICTS RESPONDED TO CAMPAIGN: SIDEWINDER ESTIMATED TARGET SIZE: 2000 COST PER TARGET: \$2.26 (\$4,520.00)
3 QUESTION SWEEPSTAKES WITH SYSTEM COUPON AS PRIZE EDIT	
	
WHEN	2 WAY BROADCAST: MATCH - YES MATCH - NO MATCH2 - YES MATCH2 - NO SMS,E-MAIL,MMS SMS,E-MAIL,MMS SMS,E-MAIL,MMS SMS,E-MAIL,MMS RESP: INTERNAL RESP: INTERNAL RESP: INTERNAL RESP: INTERNAL EVALUATE: "sea" OR "guava"
DATE RANGE	START DATE: 07/14/2003 END DATE: 08/14/2003 EDIT
SUBGROUP	EVALUATE: "with Todd" OR "Groovy"
EDIT	EVALUATE: "Do it again"

FIG. 17b



1800
↙

FIG. 18

The screenshot shows a web-based application interface for managing administrators. At the top left is a navigation bar with links: Account, System Setup, User Management, Marketing, and System Management. Below the navigation is a breadcrumb trail: home | logout | Current Administrators | Add New Administrator. The main content area has a title 'EDIT ADMINISTRATOR DETAILS'. Underneath it, a section titled 'Current administrators' lists three users: Johan Johansson, Aaron Whiteman, and Todd Silverstein. To the right of this list is a 'Change details' form. It contains four input fields: 'Username' (containing 'johnjohansson'), 'Enter current password' (containing '*****'), 'Enter new password' (containing '*****'), and 'Confirm new password' (containing '*****'). At the bottom right of the page are buttons for 'Cancel', 'Delete', and 'Save', along with a note 'contact: legal | privacy'.

Account System Setup User Management Marketing System Management

home | logout | Current Administrators | Add New Administrator

EDIT ADMINISTRATOR DETAILS

Current administrators

Johan Johansson
Aaron Whiteman
Todd Silverstein

Change details

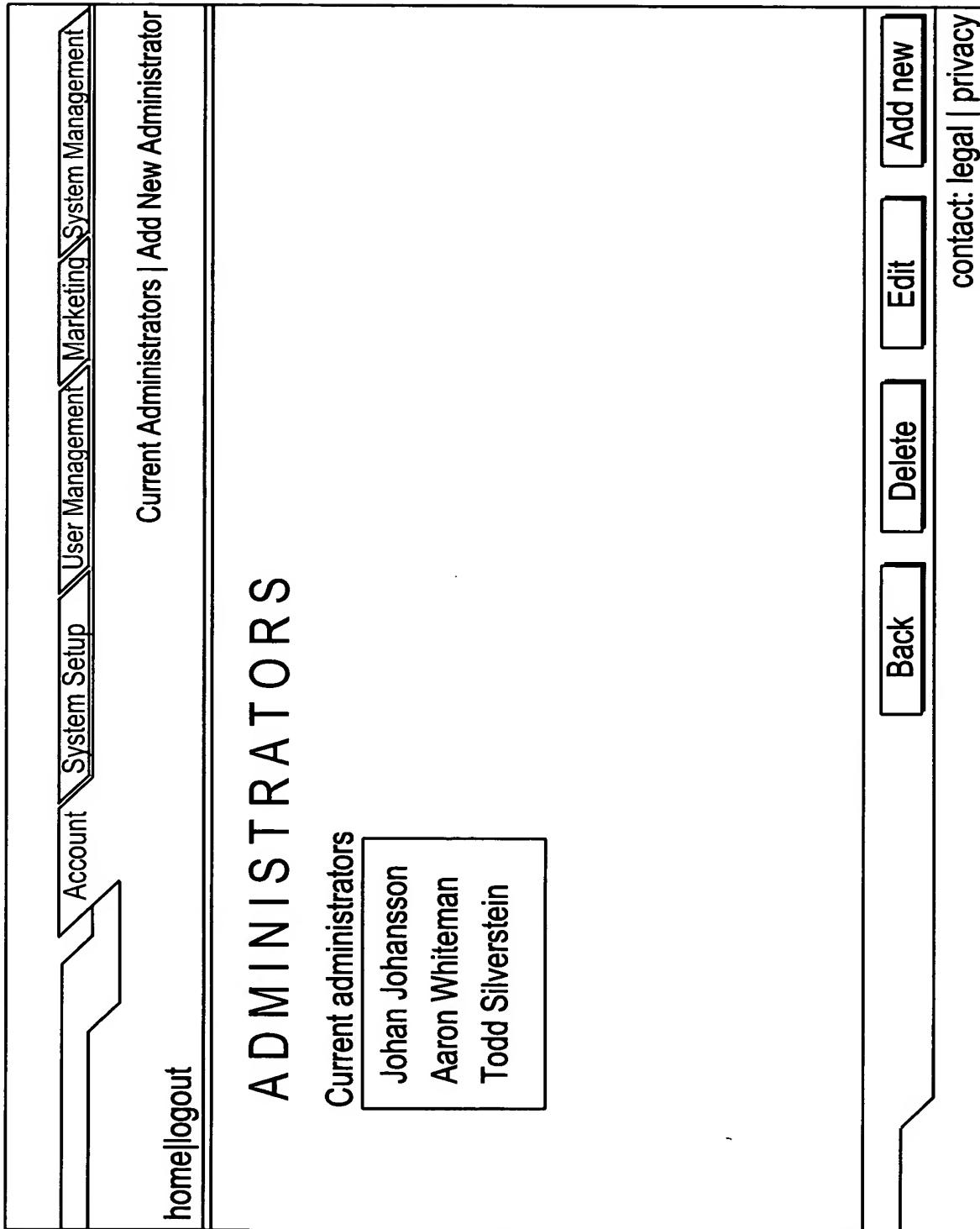
Username:

Enter current password:

Enter new password:

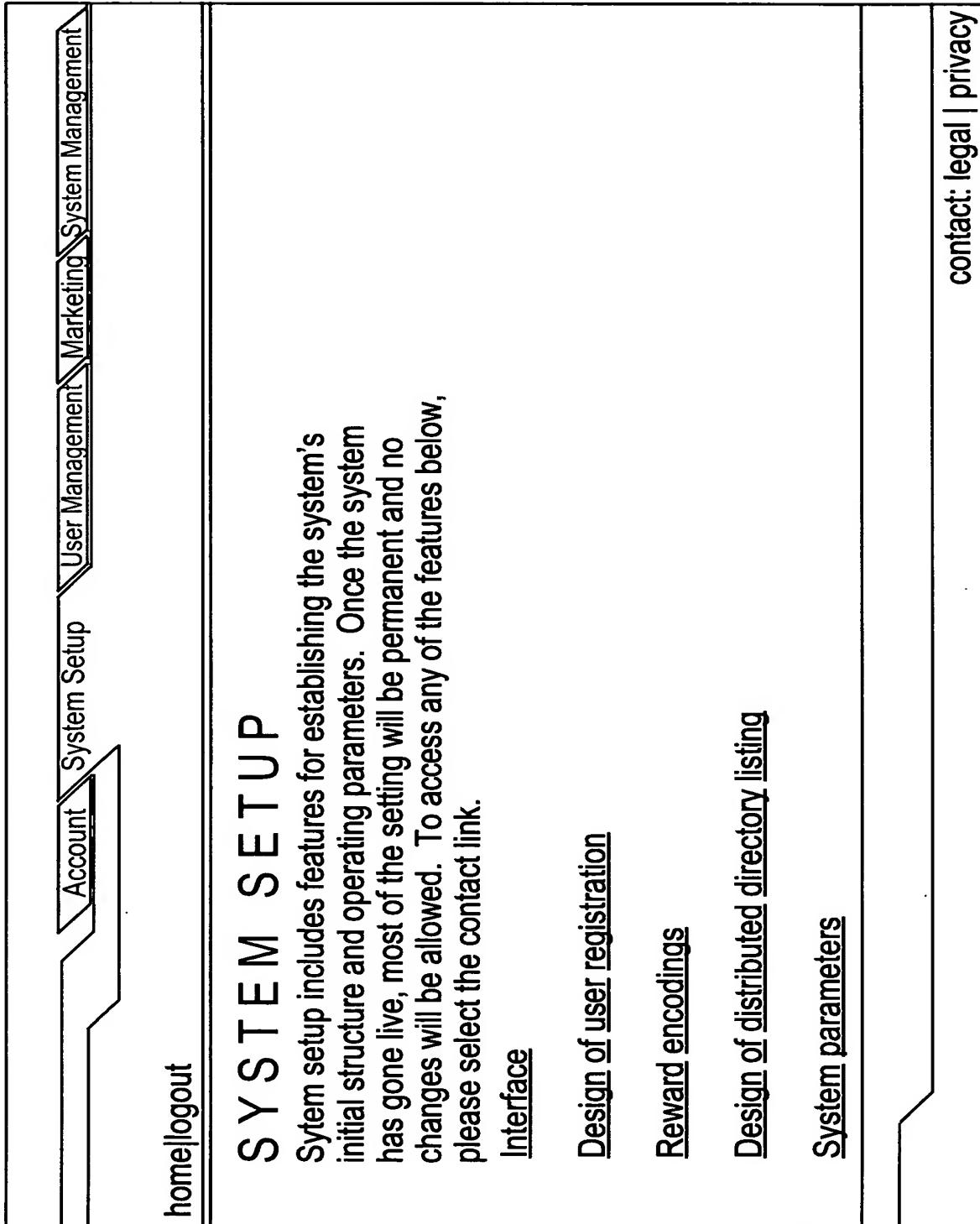
Confirm new password:

contact: legal | privacy

1900
↙**FIG. 19**

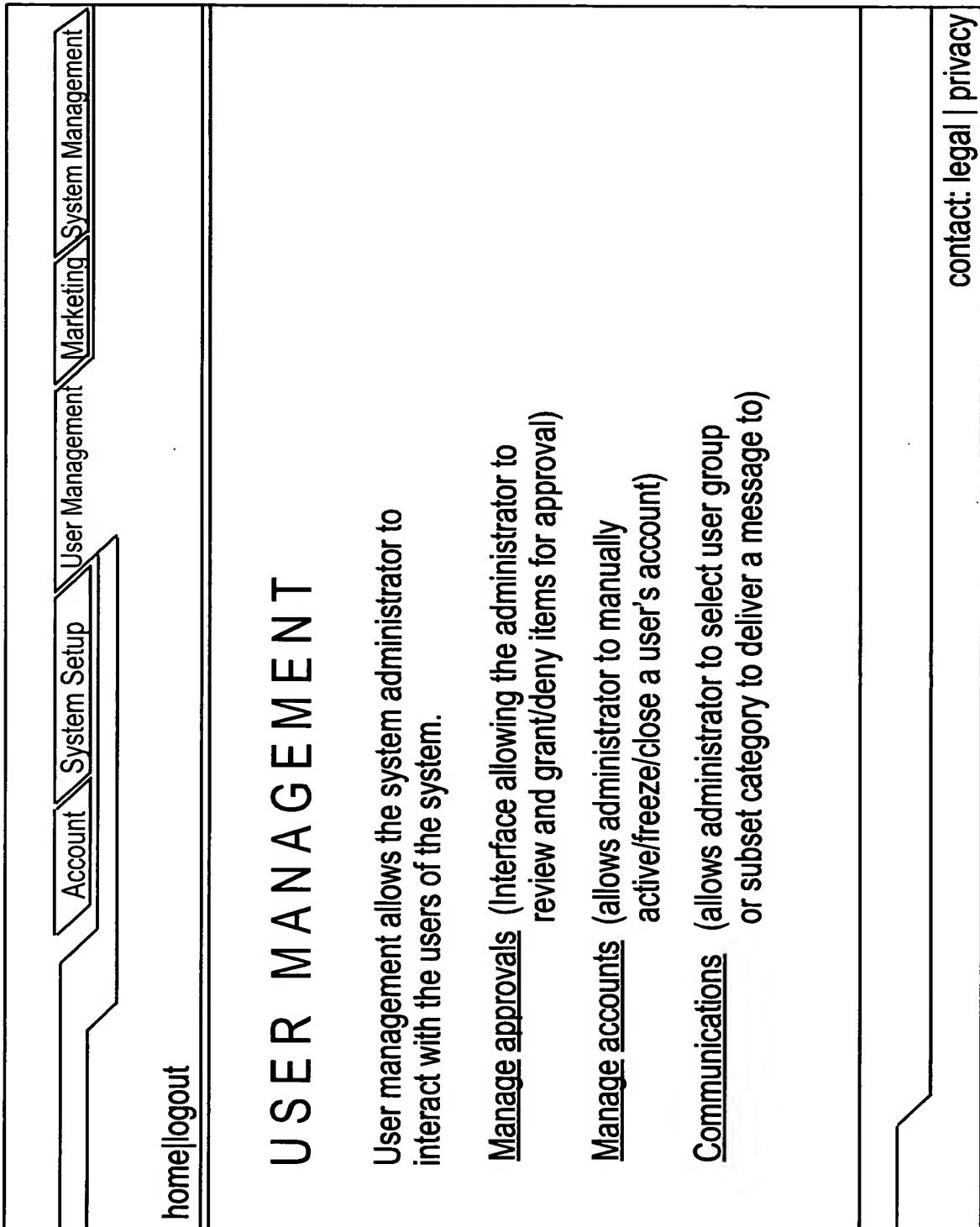
2000
↙

FIG. 20



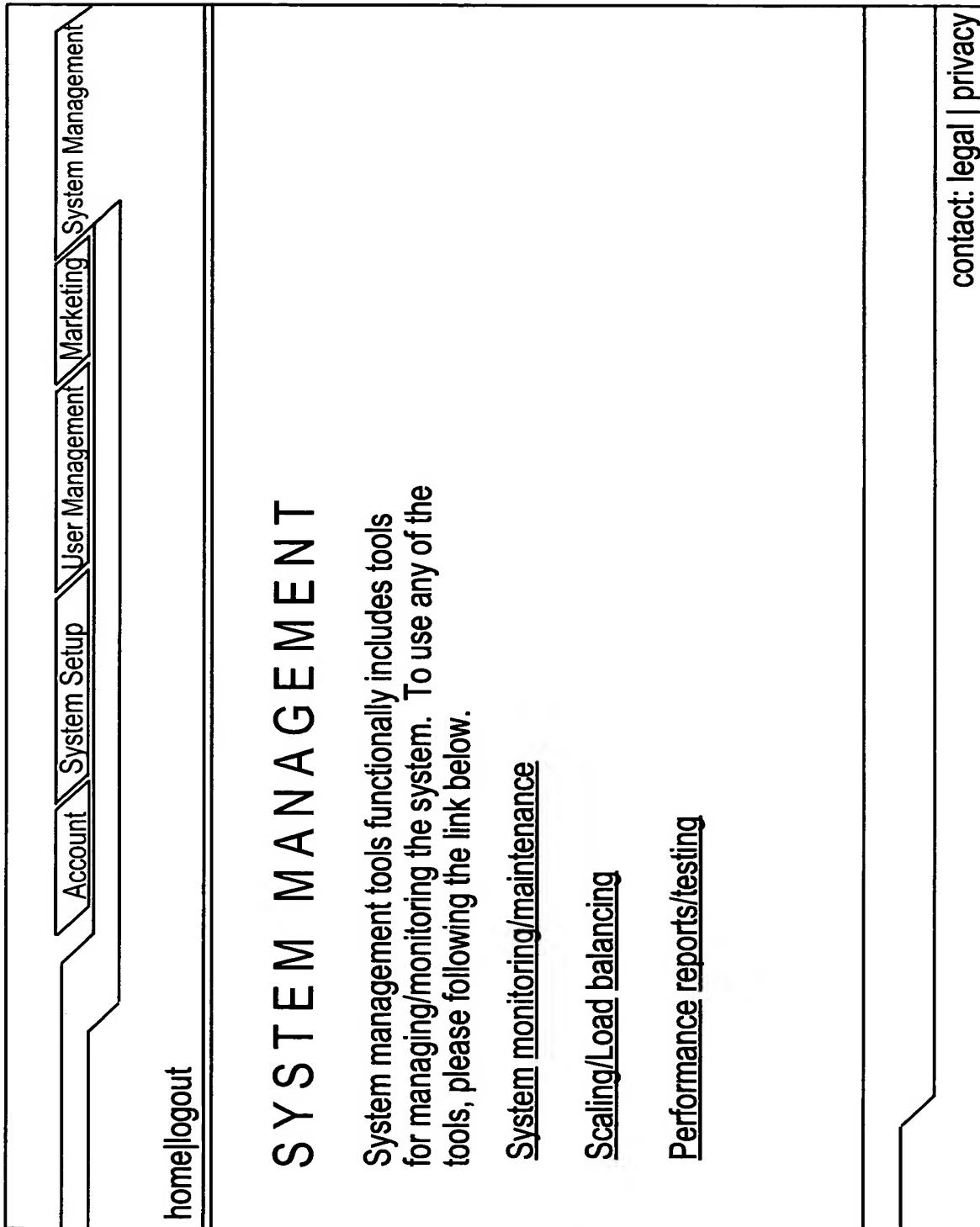
2100
↙

FIG. 21



2200
↙

FIG. 22



2300
↙

FIG. 23

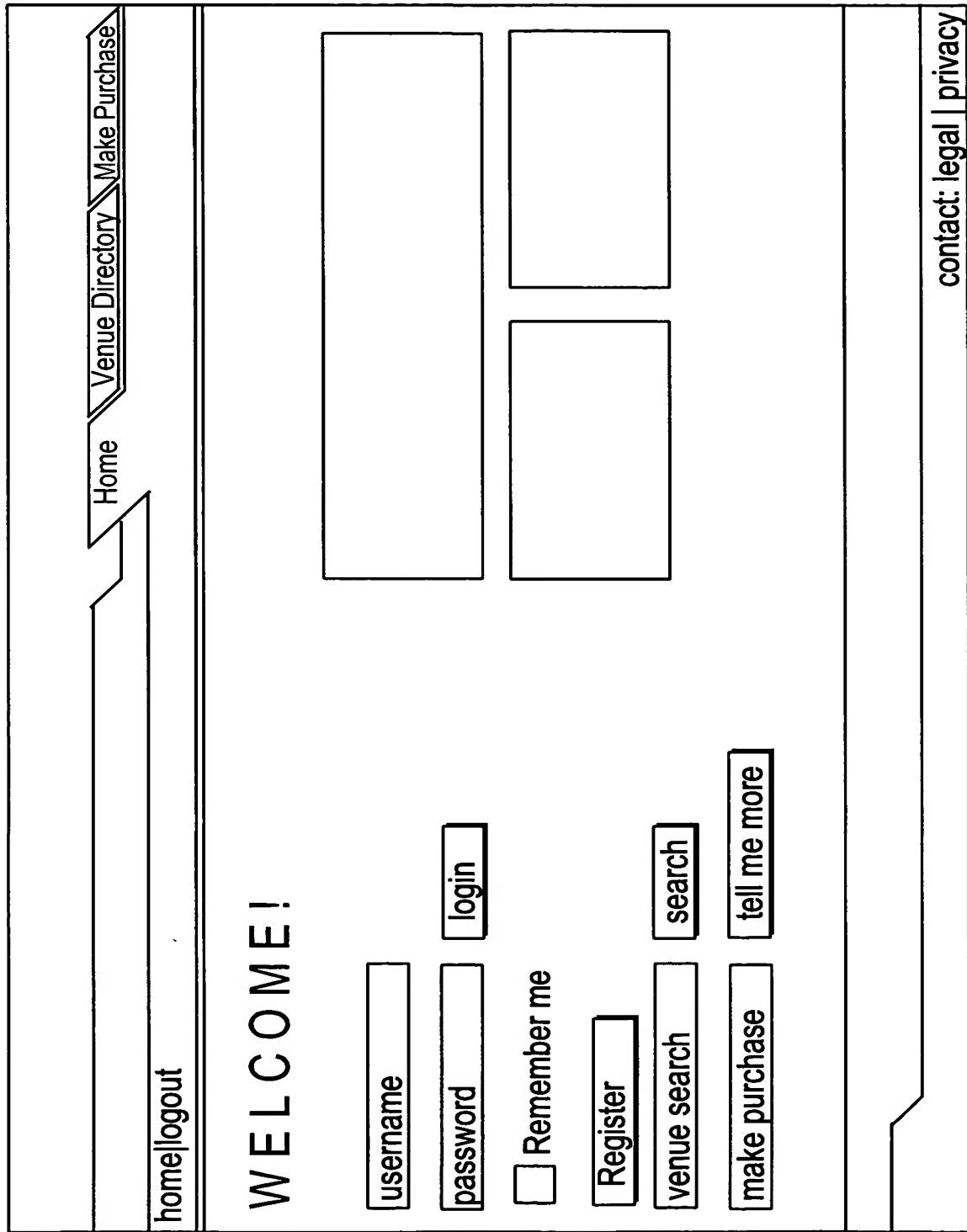


FIG. 23a



2400
↙

FIG. 24

Profile | Payment

home|logout

Account Venue Directory Make Purchase Rewards Friends Claims

PROFILE

Name:

Username:

Password:

Messaging address (primary):

Messaging address (secondary):

Messaging address (other):

Back Edit

contact: legal | privacy

2500
↙

FIG. 25

EDIT PAYMENT INFORMATION

Credit card details	Credit card number
5521 4415 5487 6589	Expiry date and card type
04/03 MC ▶	Name on card
Aaron Whiteman	Billing address
àsagatan 43, 112 34 stockholm, sweden	<input checked="" type="checkbox"/> Set as primary
5521 4415 5487 6589	5521 4415 5487 6589
4269 **** * 4521	4269 **** * 4521
<input type="button" value="Cancel"/> <input type="button" value="Save"/>	
contact: legal privacy	

FIG. 26 ↗ 2600

OPEN CLAIMS → received ➔ purchased

date	order	total	status	
020504	3 mapleleaf, Alcazar	234 SEK	received	resend
030404	1 beer	50 SEK	purchased	print

ORDER HISTORY

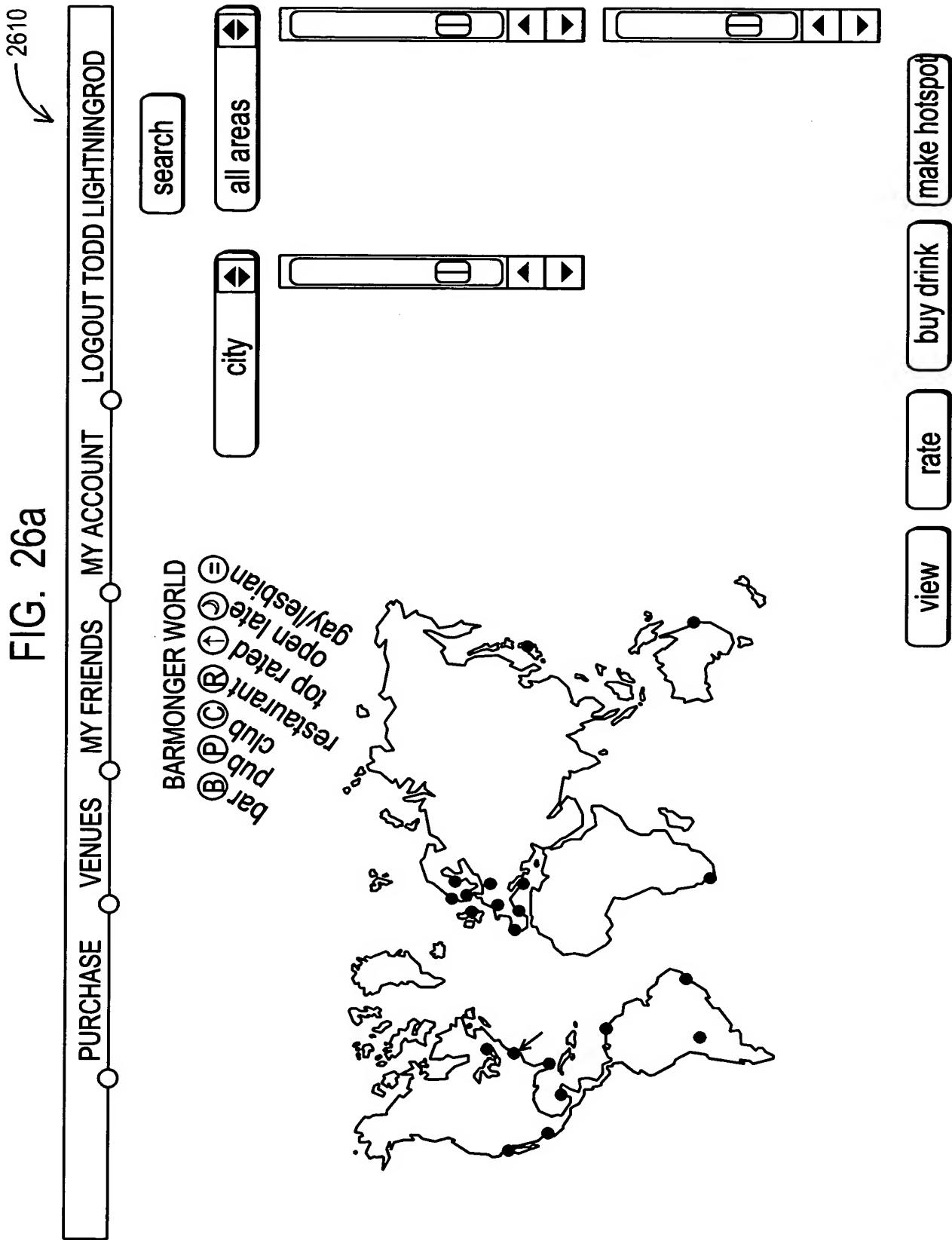
date	order	recipient
300404	1 martini, Berns hotel	Aaron Whiteman
250404	2 Mai Thai, Bongo	Lisa Stace
200404	3 beer, Lydmar Hotel	multiple
180404	1 martini, Grand Lobby Gustav Ressie	multiple
020404	multiple	multiple
160304	1 martini, Berns hotel	Owen Little

COUPONS

description	condition	value
2 for 1 heineken any bar	50% o.p.	80 SEK
1 free beer at Anno 1647	45 SEK	150 SEK

use as template **done**

FIG. 26a



2620

FIG. 26b

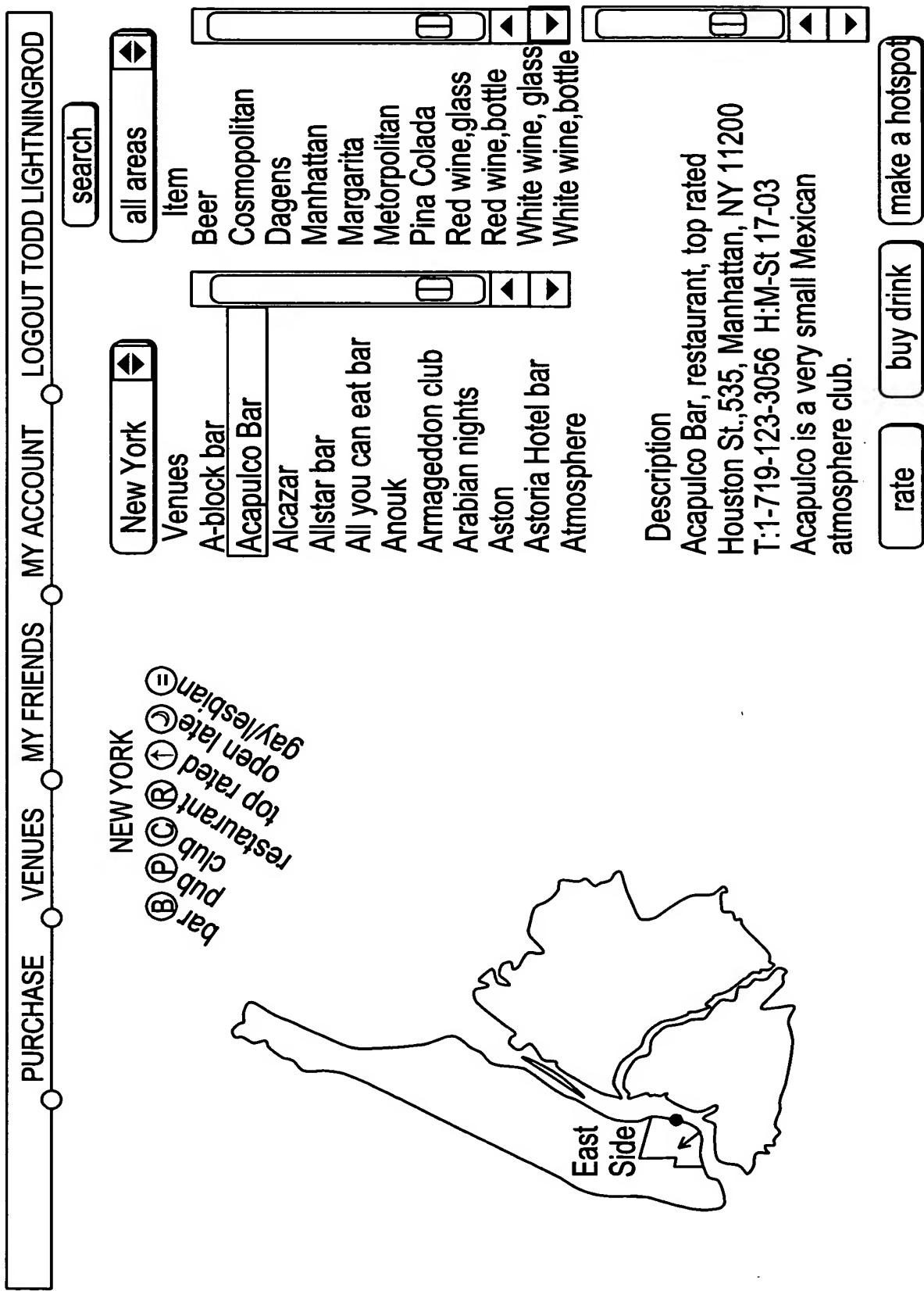
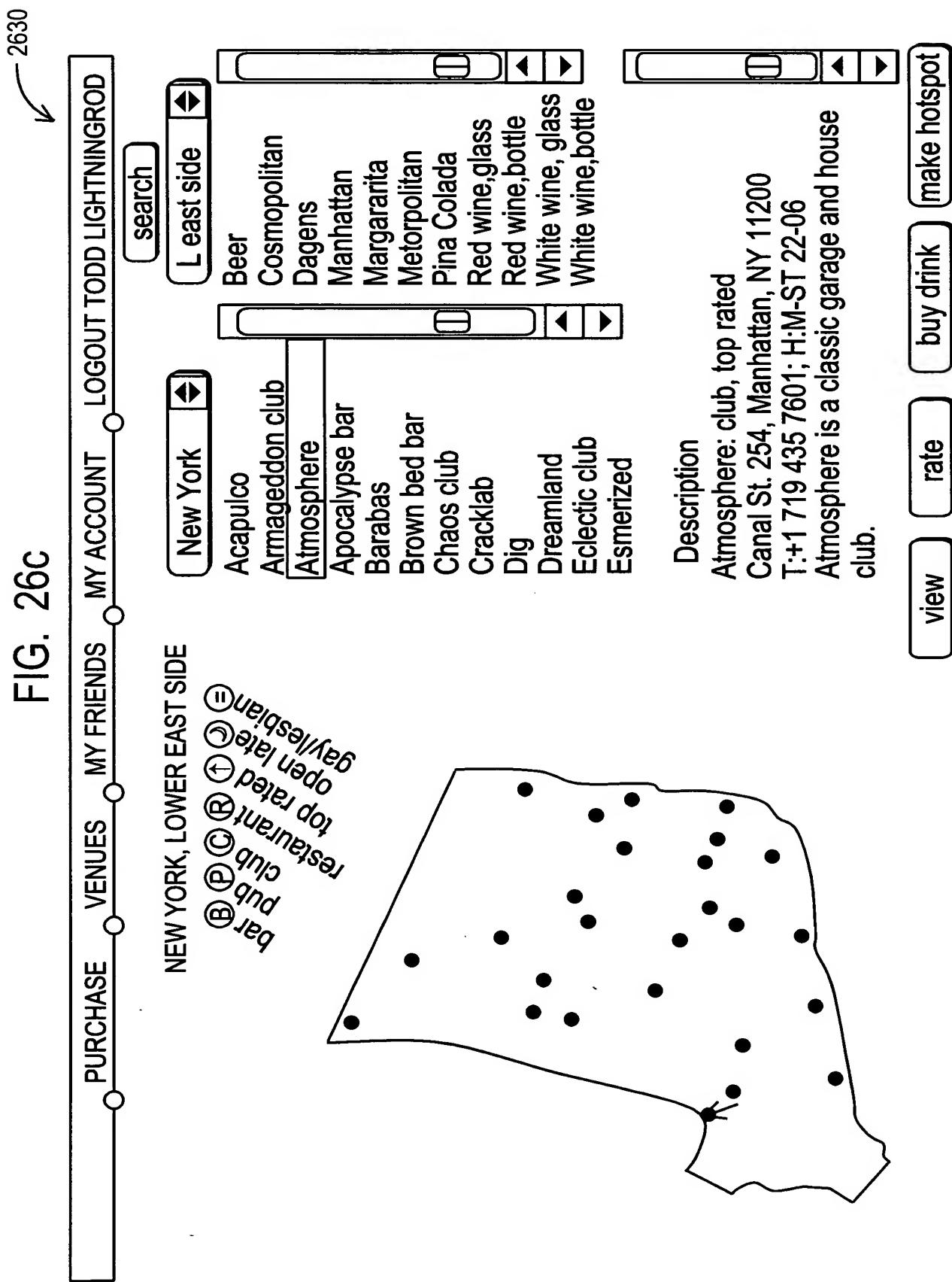
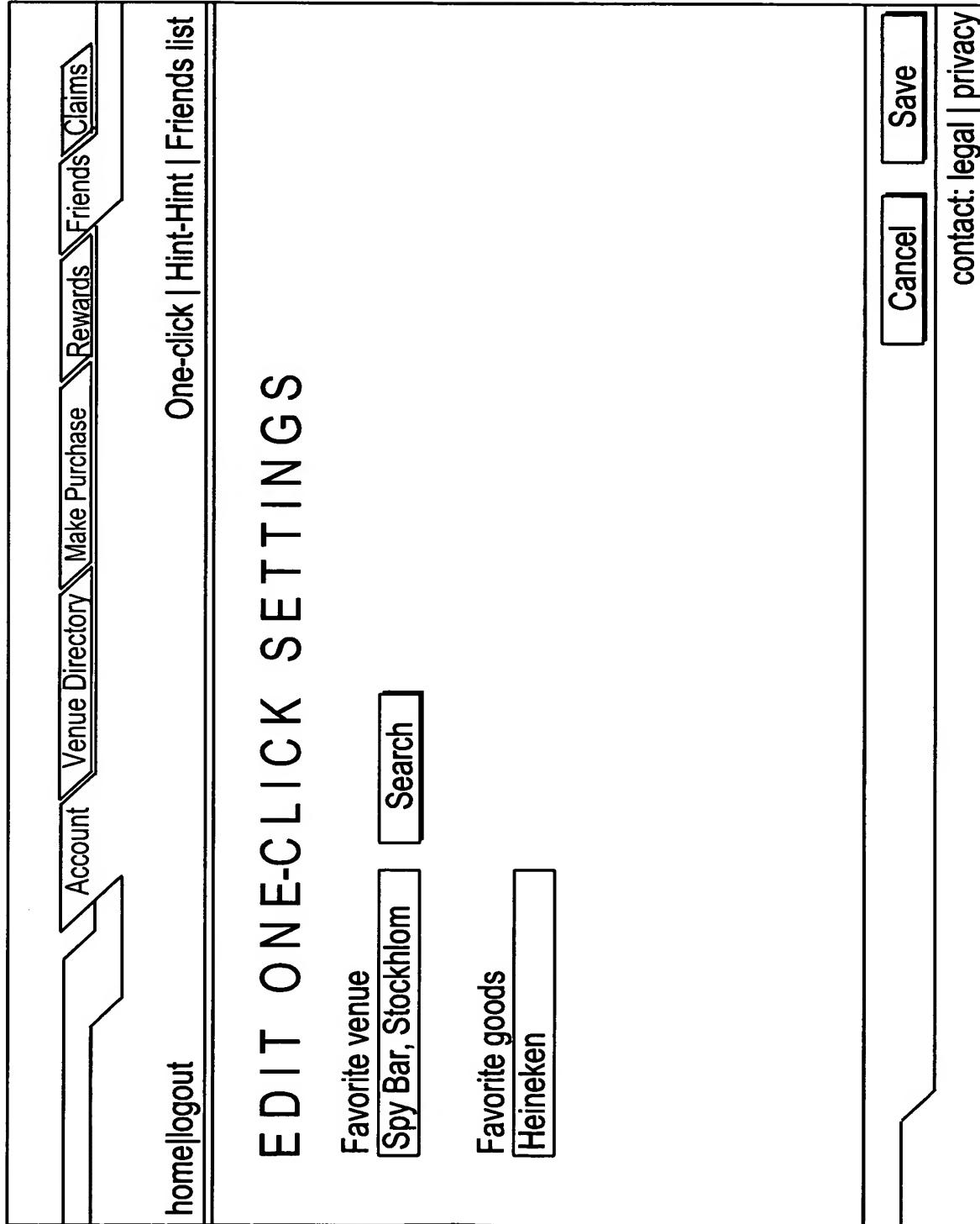


FIG. 26c



2700

FIG. 27



2710 ↘

FIG. 27a

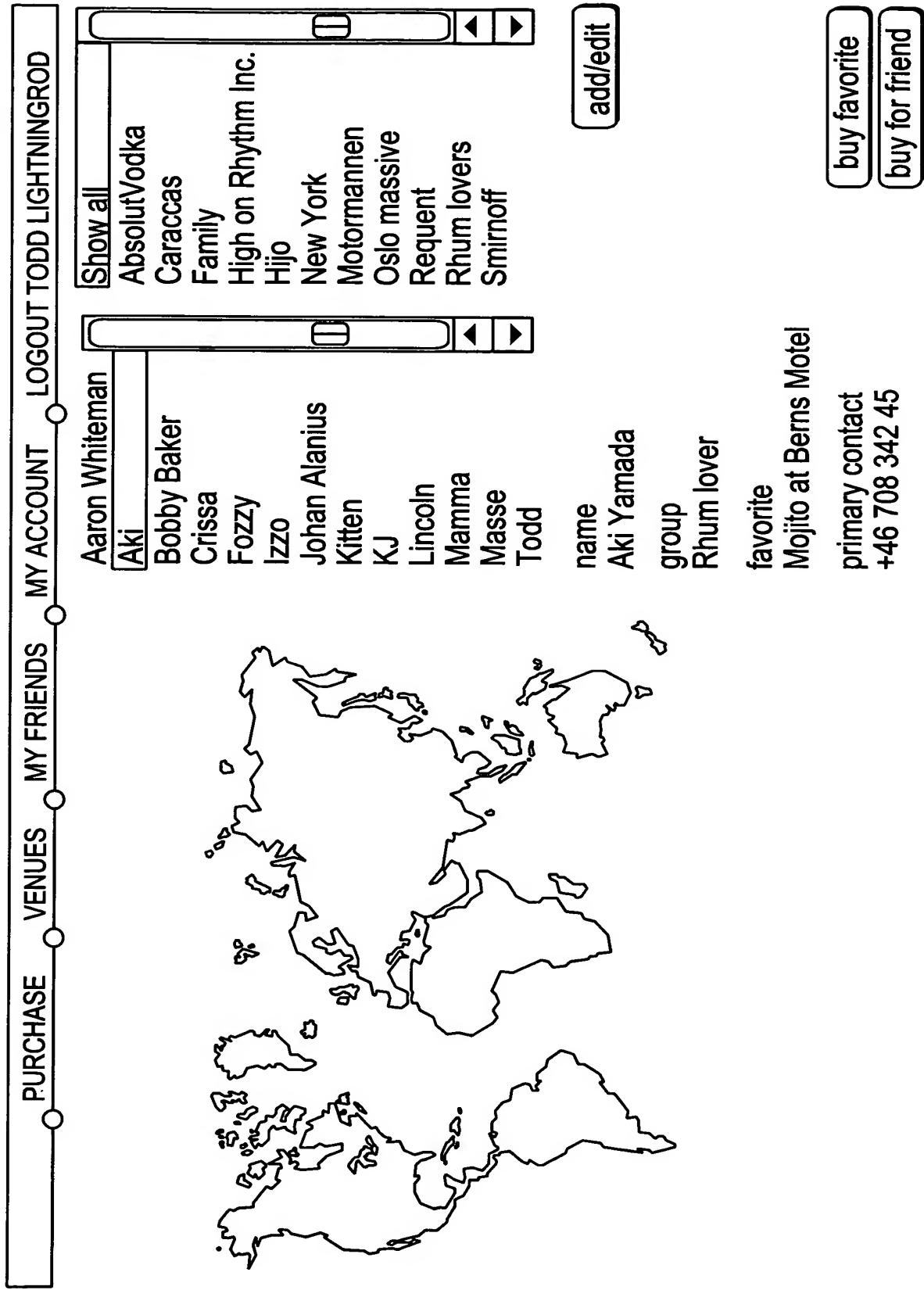
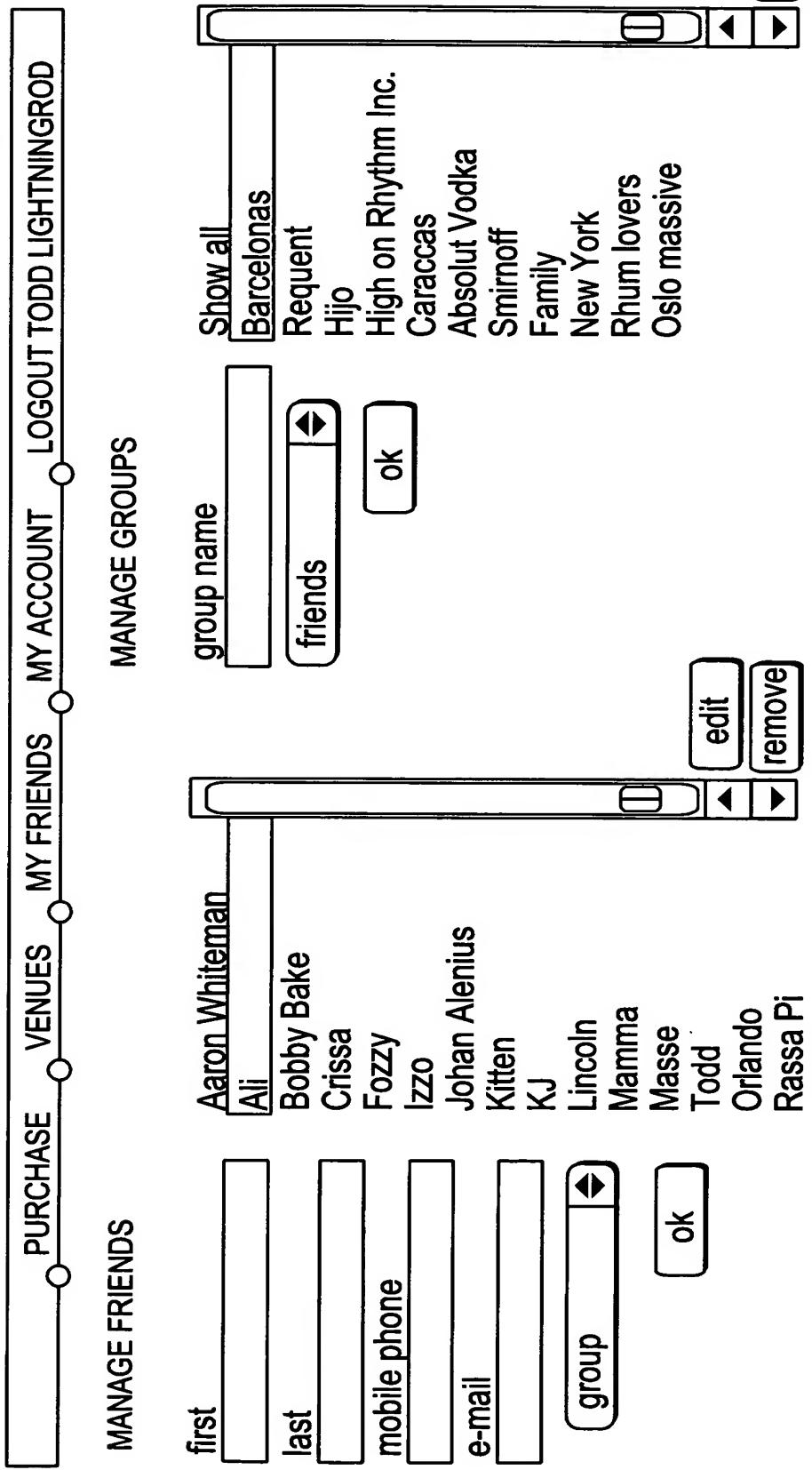


FIG. 27b

2720



2800

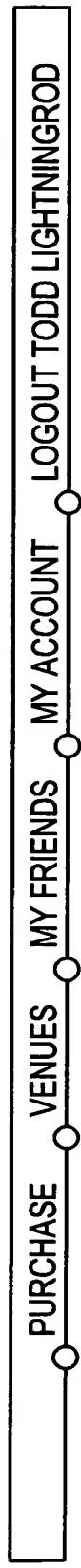
FIG. 28

A D D E V E N T

Event settings anniversary	Event type Don't forget our wed- ding anniversary!	Event recipients (from friends list) Todd Silverstein Mark Tierney Zaheed Haque Johan Jonsson	One-click Hint-hint Friends list <input type="checkbox"/> Rewards <input type="checkbox"/> Friends <input type="checkbox"/> Claims
Spy Bar, Stockholm	Venue Heineken	2002-12-14 weekly	<input type="checkbox"/> Send date <input type="checkbox"/> Make recurring
<input type="checkbox"/> Cancel <input type="checkbox"/> Clear <input type="checkbox"/> Save contact: legal privacy			

2810 ↘

FIG. 28a



friend	event	send	make recurrent
group	month	day	<input checked="" type="radio"/> yes <input type="radio"/> no
			add

ACTIVE HINTS

hint	event	date	send	recurrent
Viktor Jimenez	new year	31/12	on date	no
Theodor Khalifatidis	my birthday	12/2	on date	yes
Svunko Souvtaxi	my birthday	25/10	on date	yes
Sugar Pie	our anniversary	10/3	three days before	no

done

FIG. 29

2900

E V E N T S S C H E D U L E			
Event	Venue/goods	Date	Status
Birthday	Riche/Bottle of wine	2002-09-12	Open
Anniversary	Window Ban/Heineken	2002-09-09	Open
Weekend	Seaside/Manhattan	2002-09-01	Open
Christmas	Sturehof/Carlsberg	2002-12-23	Open
New Year	Atlantic Bar/Champagne	2002-12-31	Open
Soccer game	Blue Moon Bar/Gin tonic	2002- 08-12	Open

homelogout One-click | Hint-hint | Friends list

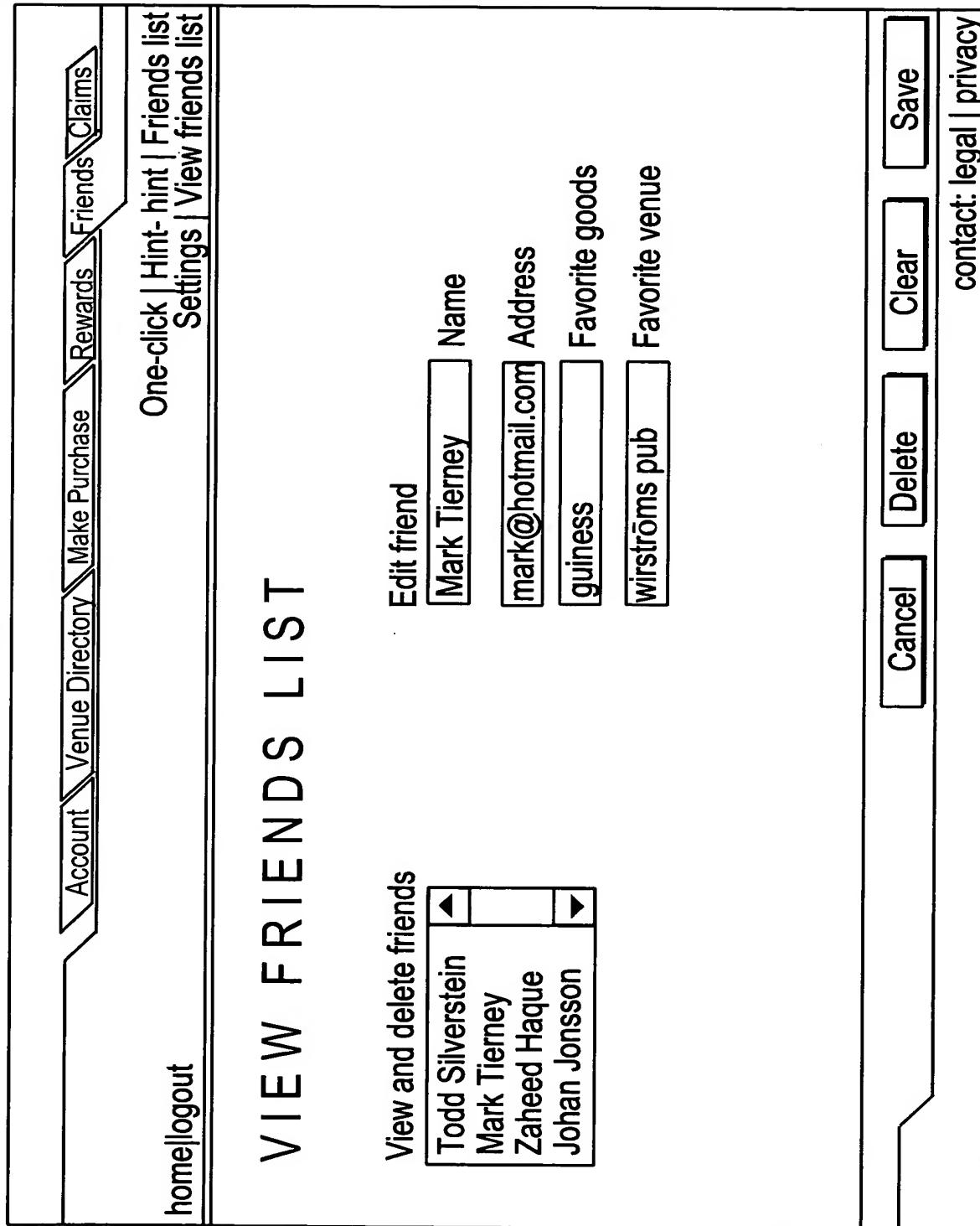
Account ▶ Venue Directory ▶ Make Purchase ▶ Rewards ▶ Friends ▶ Claims

Back ▶ Add event

contact: legal | privacy

FIG. 30

3000 ↗



3100
→

FIG. 31

REGISTRATION	
User info.	
<input type="text" value="aaronwhiteyman"/>	Username
<input type="password" value="*****"/>	Password
<input type="text" value=""/>	
Confirm password	
<input type="text" value="5521 4568 4589 2234"/>	
Payment info. (optional)	Credit card number
<input type="text" value="04/03"/>	<input type="radio" value="MC"/> MC ►
Expiry date and card type	
<input type="text" value="Aaron Whiteyman"/>	Name on card
<input type="text" value="àsagatan 43, 112 34"/>	
Billing address	
<input type="text" value="stockholm, sweden"/>	
<input type="checkbox"/> Save my details	
<input type="button" value="Cancel"/> <input type="button" value="Submit"/>	
Referral e-mail	
<input type="text"/>	
contact: legal privacy	
Home  	

3200
→

FIG. 32

home

Home Venue Directory Make Purchase

Register | Rewards Registration

REGISTRATION (1 of 3)

Opt-in settings

periodic surveys ▶ Tell me more

Sign me up ▶ Tell me more

How we contact you

aaron@hotmail.com ▶ To which address

2 ▶ Max. number of messages per week

coupons ▶ Tell me more

Sign me up

Back **Continue**

contact: legal | privacy

3300

FIG. 33

REGISTRATION (2 of 3)

Demographic information

<input type="text" value="swedish"/>	Language	<input type="text" value="28"/>	Age
<input type="text" value="sweden"/>	Country	<input type="text" value="manager"/>	Occupation
<input type="text" value="stockholm"/>	State/County	<input type="text" value="\$46,000 - \$60,000"/>	Income
<input type="text" value="11234"/>	Postal/Zip Code	<input type="text" value="no"/>	Are you planning to switch jobs in the next six months?
<input type="text" value="male"/>	Gender		

home **Register | Rewards Registration**

Venue Directory **Make Purchase**

Back **Clear** **Continue**

contact: legal | privacy

3400
↙

47 / 52

FIG. 34

home Register | Rewards Registration

Home Venue Directory Make Purchase

REGISTRATION (3 of 3)

Interests

slitz	► Favorite magazines	ice hockey	► Favorite sports
weekly	► Frequency of drinking	hip-hop	► Favorite music type
rent	► Own or rent home	MTV	► Favorite TV show
oakley	► Favorite designer brand	breitling	► Favorite brand of water
monthly	► Frequency of going out	maserati	► Favorite car
thailand	► Favorite travel destination		

Back Clear Save

contact: legal | privacy

FIG. 34a

3410

PURCHASE	VENUES	MY FRIENDS	MY ACCOUNT	LOGOUT TODD LIGHTNINGROD																																																							
<table border="0"> <tr> <td colspan="2">CONTACT</td> <td>PASSWORD</td> <td colspan="2">PROFILE</td> </tr> <tr> <td>primary address/number</td> <td>new password</td> <td>occupations:</td> <td colspan="2">plumber income: 10 000 0 50 000 \$/year planning to switch jobs: yes own/rent home: own frequency of going out: 3-5 days a week favorite music: alternative, dance, rock favorite magazine: Plumbers Digest favorite TV show: Marineworld favorite car: Volvo P1800 favorite sport/game favorite travel destination: Stockholm</td> </tr> <tr> <td>secondary address/number</td> <td>confirm new password</td> <td>OPT-IN SETTINGS</td> <td colspan="2"></td> </tr> <tr> <td>WAP pin</td> <td>*****</td> <td>global</td> <td colspan="2"> <input checked="" type="radio"/> on <input type="radio"/> off <input type="radio"/> primary only <input type="radio"/> secondary only <input type="radio"/> both </td> </tr> <tr> <td colspan="2"></td> <td>INSTANT RECIPROCITY SETTINGS</td> <td colspan="2"></td> </tr> <tr> <td colspan="2"></td> <td>active profile</td> <td colspan="2"> <input type="checkbox"/> ① <input type="checkbox"/> ② <input type="checkbox"/> ③ <input type="checkbox"/> ④ </td> </tr> <tr> <td colspan="2"></td> <td>city</td> <td>city</td> <td>city</td> </tr> <tr> <td colspan="2"></td> <td>venue</td> <td>venue</td> <td>venue</td> </tr> <tr> <td colspan="2"></td> <td>item</td> <td>item</td> <td>item</td> </tr> <tr> <td colspan="2"></td> <td>country</td> <td>country</td> <td>country</td> </tr> <tr> <td colspan="2"></td> <td><input type="button" value="edit"/></td> <td><input type="button" value="claims/coupons"/></td> <td><input type="button" value="save changes"/></td> </tr> </table>					CONTACT		PASSWORD	PROFILE		primary address/number	new password	occupations:	plumber income: 10 000 0 50 000 \$/year planning to switch jobs: yes own/rent home: own frequency of going out: 3-5 days a week favorite music: alternative, dance, rock favorite magazine: Plumbers Digest favorite TV show: Marineworld favorite car: Volvo P1800 favorite sport/game favorite travel destination: Stockholm		secondary address/number	confirm new password	OPT-IN SETTINGS			WAP pin	*****	global	<input checked="" type="radio"/> on <input type="radio"/> off <input type="radio"/> primary only <input type="radio"/> secondary only <input type="radio"/> both				INSTANT RECIPROCITY SETTINGS					active profile	<input type="checkbox"/> ① <input type="checkbox"/> ② <input type="checkbox"/> ③ <input type="checkbox"/> ④				city	city	city			venue	venue	venue			item	item	item			country	country	country			<input type="button" value="edit"/>	<input type="button" value="claims/coupons"/>	<input type="button" value="save changes"/>
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		country	country	country																																																							
		<input type="button" value="edit"/>	<input type="button" value="claims/coupons"/>	<input type="button" value="save changes"/>																																																							

FIG. 34b

3420 ↘

EDIT PROFILE

occupation

income
 0-1000 \$/year
 1000 - 10 000 \$/year
 10 000 - 50 000 \$/year
 50 000+ \$/year

favorite music
 alternative
 classic
 dance
 funk
 jazz
 metal
 pop
 rock
 soul
 I don't like music

favorite magazine

are you planning to
switch jobs?
 yes
 no

own/rent home?
 own
 rent

frequency of going out
 everyday
 3-5 days a week
 1-2 days a week
 once a month
 never

FIG. 35

3500

REGISTRATION			
home			
<input type="button" value="Home"/>			
User information	Username <input type="text" value="philbrown"/>	Business name <input type="text" value="Beer Trading deposit"/>	Business address
	Password <input type="password" value="*****"/>	<input type="text" value="Highfield Road 12. London, W1K 2PJ"/>	Business phone number
	Confirm password <input type="password" value="*****"/>	<input type="text" value="+44 207 883 0000"/>	Business phone number
Contact info.	Contact name	Payment info.	
Phil Browne	<input type="text" value="Phil Browne"/>	<input type="text" value="Beer Trading deposit"/>	Account name
+44 207 883 5544	<input type="text" value="+44 207 883 5544"/>	<input type="text" value="+44 207 883 5544"/>	Account number
Contact e-mail	<input type="text" value="phil@beer.com"/>	<input type="text" value="bt775439"/>	EFT/swift number
<input type="button" value="Cancel"/> <input type="button" value="Submit"/>			
contact: legal privacy			

FIG. 36

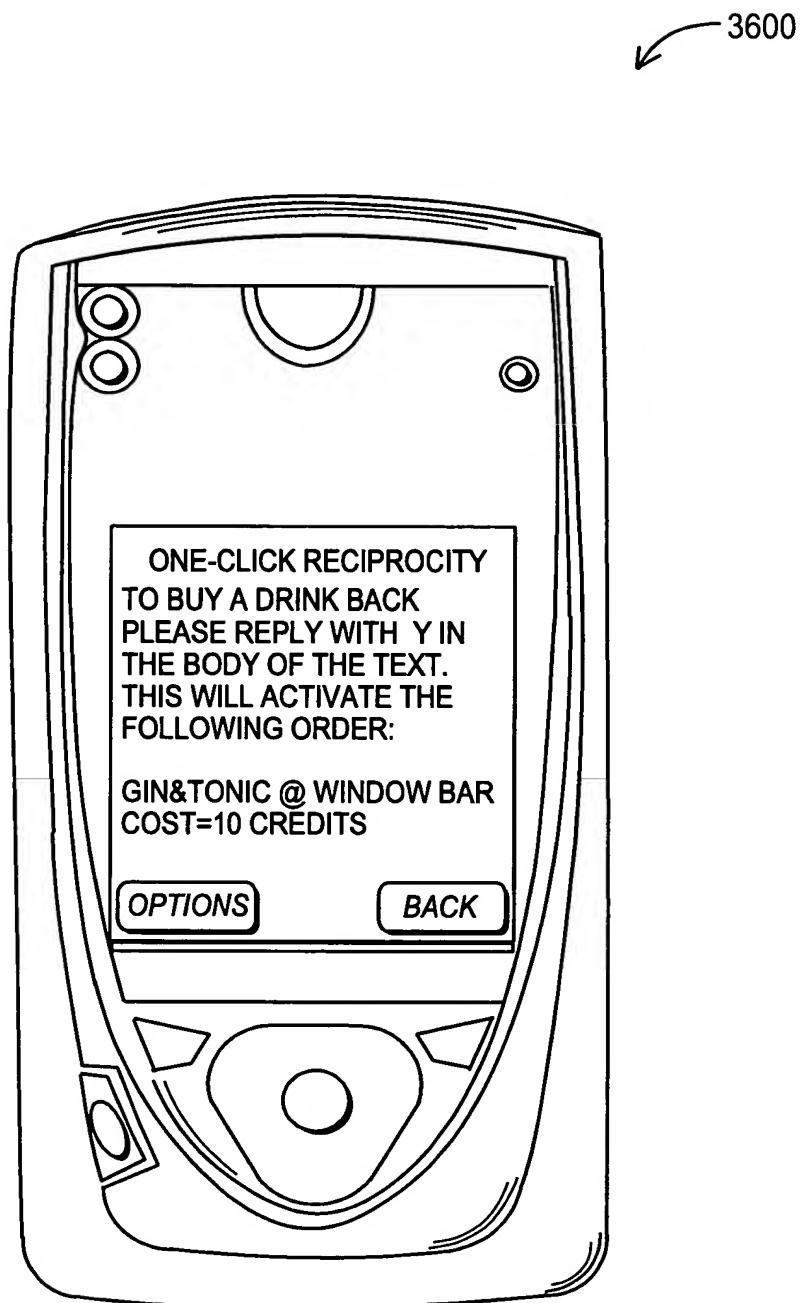


FIG. 37

